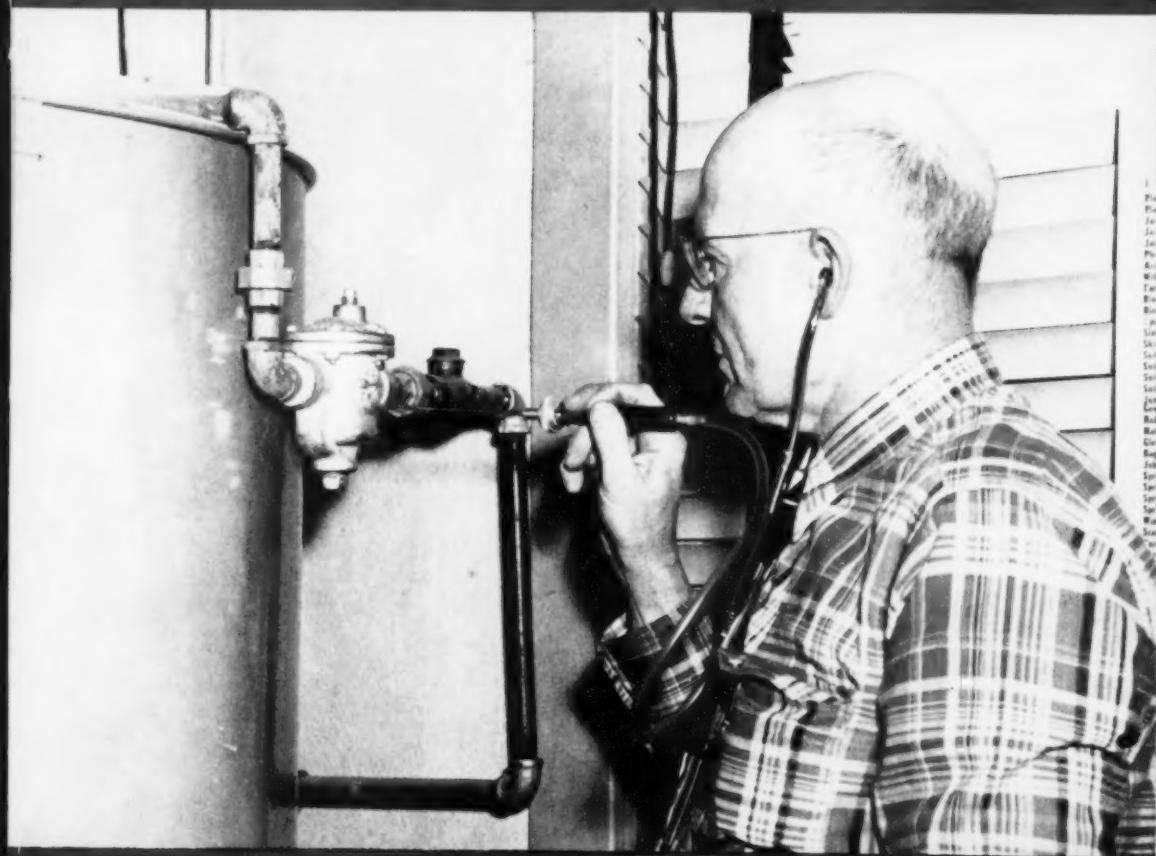


The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



ABOVE: Ralph Kroover, owner of Des Cleaners, North Haven, New Haven, Connecticut.

Prospecting device cuts wetcleaning way down . . . Page 34

Samples and training aid garment dyeing . . . Page 44

How and why to install steam trap system . . . Page 76

24

II

A

Universal Microfilms
313 North First Street
Ann Arbor, Michigan

MAY, 1952

How to cut down on re-runs . . .



and save on filtering costs, too!



To make sure that garments are cleaned right the first time, cost-conscious dry cleaners filter with Hyflo* to keep their solvent brilliantly clear at all times. Result: garments come cleaner, odor and spotting troubles are practically eliminated . . . and costly re-runs are held to a minimum.

Hyflo does such a thorough job because it's a high speed filter powder with characteristics that are specially suited to dry cleaning requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids). And the crystal-clear solvent passes freely through the cake that builds up on the screen.

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To find out more about Hyflo, and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook. It's full of valuable suggestions that will help you increase the efficiency of your filtering system, and save money, too. Johns-Manville, Box 60, New York 16, N. Y. In Canada, Canadian Johns-Manville Co., Ltd., 199 Bay Street, Toronto 1, Ontario.

*Reg. U. S. Pat. Off.



Johns-Manville HYFLO the original
high speed Filter Powder

HERE IS DRAMATIC PROOF that with "NU-WAY" FILTER SOAP you can rinse your garments in clean, clear solvent

This is NU-WAY FILTER SOAP... THIS

Shown in the beaker to the right is a solution of $\frac{1}{2}$ % Nu-Way Filter Soap and added moisture. Immersed in this solvent is a plain bit of soiled cotton fabric, which the quick-lubricating Nu-Way Filter Soap has completely penetrated. Observe that the solvent is crystal clear . . . with all the Nu-Way Filter Soap working on the soil in the fabric. Nu-Way Filter Soap removes the maximum solvent and water-soluble soils from the fabrics . . . carrying them in suspension until the garments are rinsed.

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NOT THIS



This is a synthetic detergent...

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The synthetic detergent not only fails to penetrate the fabric completely, but cannot be completely filtered out, leaving the rinse solvent cloudy and unclean.

Ask your Buckeye Representative to demonstrate Nu-Way Filter Soap or write for detailed information, address:

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by David G. Kaplan. Please send also my free copy of
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VOLUME FORTY-THREE

MAY NINETEEN HUNDRED AND FIFTY-TWO

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NED WINTERSTEEN, General Manager**WILLIAM R. PALMER**, Editor**GALINA TERR**, Managing Editor**LOU BELLEV**, Associate Editor**JOHN J. MARTIN**, Associate Editor**ROLLIN NELSON**, Art Editor**DAVID G. KAPLAN**, Far Editor**JOSEPH C. McCABE**, Engineering Editor

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Interpretation of popular variations of the Strong Soap Process

The "Super Soap" version of the STRONG SOAP SOLUTION, which employs a 3% solution of FORMULA 886 followed by a volatile rinse, is gaining in popularity commensurate with the rapidly increasing number of installations of combination washer-extractors.

However, for those operators who are not yet equipped for the "Super Soap" version, STREET's chemists have developed a one-bath technique which requires no additional equipment. This no-rinse version of the STRONG SOAP SOLUTION is identified by many in the industry as the "Charged System." (See chart at right.)

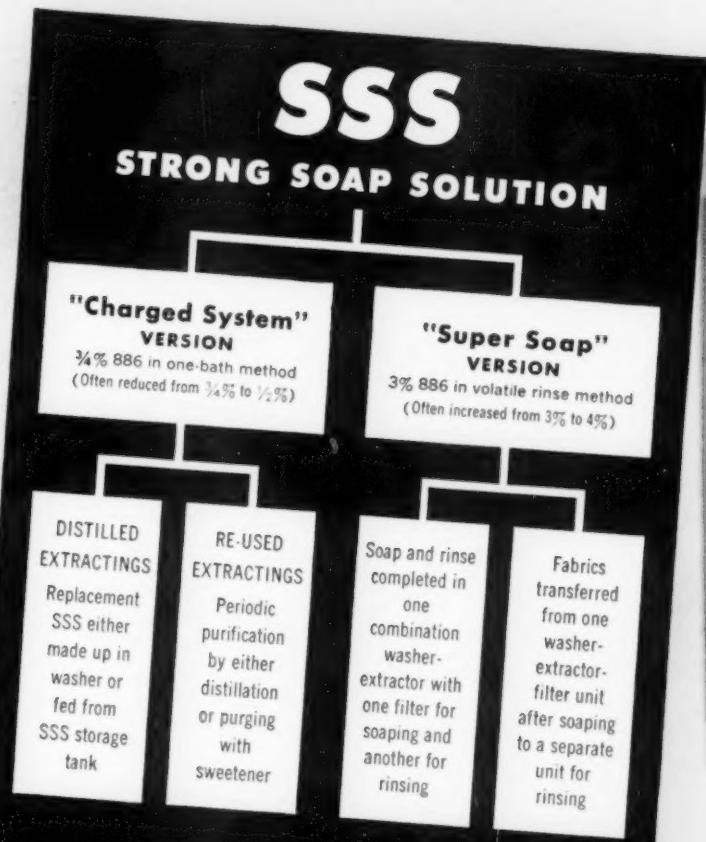
In the "Charged System" version of the SSS the solvent in the washer-trap-filter assembly is activated with a $\frac{3}{4}\%$ solution of FORMULA 886. This introduces eleven times as much active ingredient as introduced by the old conventional 1 ounce per pound of a 1-1-1 moisture stock of filter soap. The advantage from the use of eleven times as much active ingredient is evidenced by the increase in pass-ups and the tremendous reduction in wet-cleans. Reflectometer readings of control swatches offer equally convincing evidence of the superior insoluble soil removal and whiteness retention.

The key to the success of the "Charged System" version of the SSS lies in the STRONG SOAP TESTING KIT made available by STREET's in the spring of 1951. Prior to that time the method was impractical because the operator had no way of determining the percent active ingredient in his filtered STRONG SOAP SOLUTION after repeated use. Non-uniformity in the concentration of the STRONG SOAP SOLUTION meant non-uniformity in results.

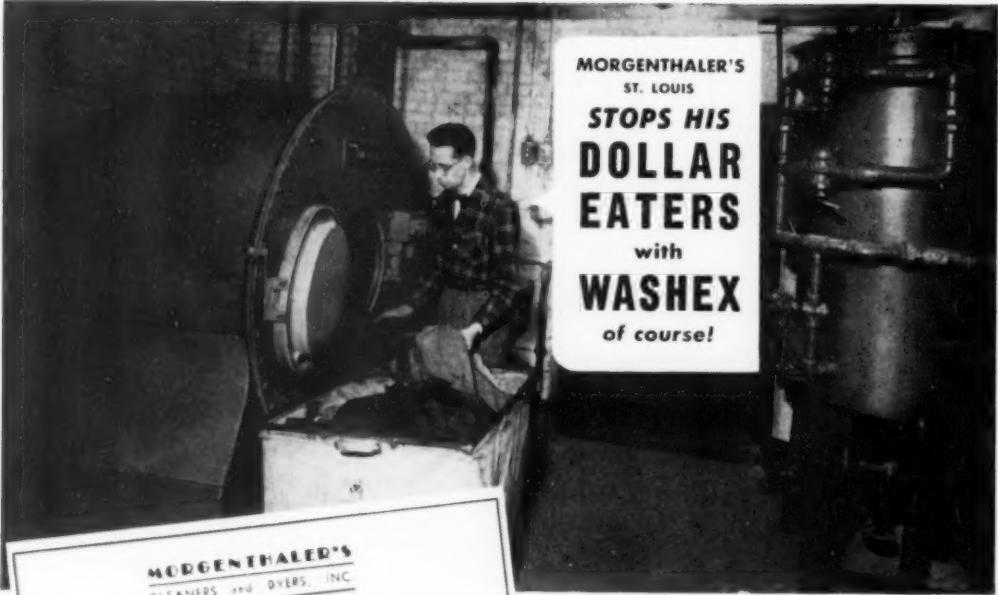
After STREET's introduced this method of testing, which enables any cleaning-room worker to measure with laboratory accuracy the exact percent of FORMULA 886 in his system at any given time, the "Charged System" version of the SSS swept the country. During its spectacular rise to prominence between the spring and fall of 1951, there were skeptics who branded the process as "just another promotional scheme" and some predicted that it would "pass out of existence by the first of the year."

Instead, one year after the introduction of STREET's SSS TESTING KIT, the "Charged System" version of the SSS is more firmly entrenched than ever. Now other soap makers sell detergents intended for the same use as FORMULA 886, and a few have gone so far as to offer test kits for titrating the SSS on a principle similar to that introduced by STREET's.

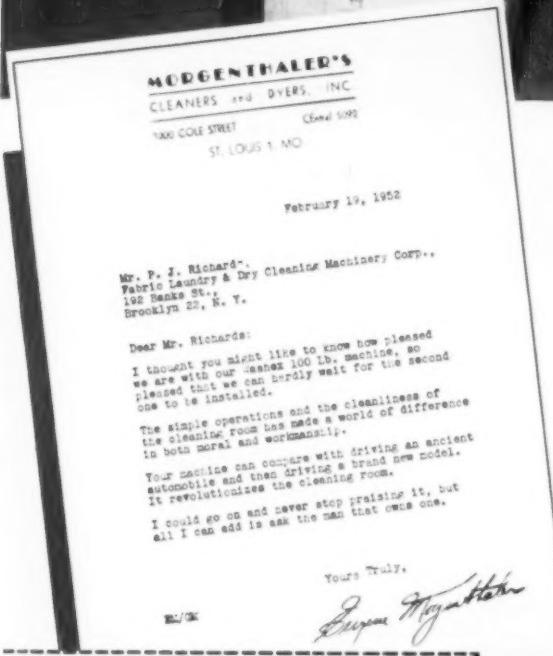
Recognizing that STREET's product and STREET's methods are long past the experimental stage, cautious operators by-pass all costly experimentation by calling on STREET's to set up the "Charged System" in the manner best suited to their individual plants. A staff of 35 field technicians, each an expert in all phases of the SSS, is ready to serve. Address your request for service to R. R. STREET & CO., INC., 561 W. Monroe St., Chicago 6, Illinois.



**The Strong Soap TESTING KIT,
introduced by Street's in the spring
of 1951, is the key to the success of
the "CHARGED SYSTEM" version
of the Strong Soap Solution**



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EATERS
with
WASHEX**
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LETTERS to the EDITOR

Casablanca Likes Gadgets, Too

Dear Editor:

In reference to the article "Fast Curtain Iron" on page 30 of your February issue, we would appreciate it very much if you could give us more information about curtain finishing system.

Would you, please, ask Mr. Berberian what size of pipe he uses and what is the diameter of the rod. We would be very glad if you could let us have the exact diagram of this gadget. We are amazed by the idea. Please, thank Mr. Berberian in advance for all information he could give us, directly, or through you.

We would be only too glad to reciprocate if one of our gadgets would interest him.

F. J. MAYER

Manager, "Sans Tache"

Casablanca, French Morocco

Mr. Berberian will answer queries directly. His address is Arlington Dye Works, Inc., 81-87 Mystic St., Arlington, Mass.

—EDITOR

Precautions in Using Water Repellents

Dear Editor:

We have read with great interest the article on the method of applying water repellent in your March issue.

There are several comments which we feel would be constructive in this regard, for the drycleaning industry as a whole. But first, we would like to define a satisfactory water-repellent job.

It is one where the processing chemicals impart to the garment or article being treated maximum resistance to water, with the least disturbance of the original condition of the cloth. In other words, when satisfactorily processed the garment should repel water yet be free from stiffness or "mark-off," which is the presence on the surface of the cloth of unabsorbed deposits of the reprocessing chemicals.

It is our opinion that nine out of ten drycleaners in the country are not turning out a satisfactory water-repellent job for two reasons. First, they do not know whether their processing is good or bad because they do not accurately test the treated garments. Second, most manufacturers and suppliers have left out of their directions for the use of their water-repellent chemicals the most important single requirement—the use of multiple solutions.

A water-repellent treatment, good or bad, is an intangible—it should be invisible to sight and hand. Therefore, the only way a drycleaner can guarantee his water-repellent work to his customer is through accurate testing. This should be as close a duplication as possible of the reaction of rain striking the surface of the fabric; such as is encountered by using the AATCC Spray Tester, or a bulb plant sprayer such as is used by every florist. Use of these testing procedures is absolutely necessary if the customer is to get what she is paying for—water repellency—protection against showers. Substitutes, such as holding a garment under a water faucet or pouring a glass of water on the garment, cannot show the true value of a water-repellent.

Such facts as the necessity for removing all traces of soaps or detergents before processing are well known, but still vitally important, in that soap residues will overcome the satisfactory application of any water repellent.

Just as important, however, is the use of multiple solutions to govern the garment's pick-up of the water-repelling chemicals. Neither one nor two concentrations (a strong one for cottons and a dilute one for wools) are adequate for satisfactory processing. If these solutions are correct for these two types of fabric, neither will do for the rayons, synthetics and blends which probably represent almost half of the garments coming into the average plant for processing. Attempting to govern this pick-up by varying the extraction cycle is too hit-and-miss to be practical for the plant primarily interested in quality workmanship.

Poor repellency, stiffness or "mark-off"—or quite often a combination of these conditions—will accompany the use of only one or two solution concentrations.

A third, and better yet a fourth solution, midway in strength between the strong solution for cottons and the dilute one for wools, are required to take care of these numerous kinds of cloth.

With the use of these multiple solutions, the operator readily masters the classification of garments for the several solutions. At the start, if he guesses wrong the spray test quickly tells him and, after a short rinse, the garment is retreated in a stronger or lighter solution. Poor repellency can result from too much as well as from too little reprocessing chemical being used.

The drycleaner will find his consumer many times more responsive, and his water-repellent service considerably more profitable, when these two basic points are adhered to:

1. Realization that what is good for one kind of fabric is not necessarily good for another and, therefore, willingness to use multiple solutions.

2. Recognition that no man regardless of his experience can judge the quality of the water-repellent application without proper testing.

DON P. HANSEN

Drycleaners Division
Hoboken, N. J. The Craventelle Company, U. S. A.

Italian Cleaner Wants Correspondence

Dear Editor:

As I hope, you are acquainted, I have made several Italian subscribers to your journal. Very willingly I will give the address of THE NATIONAL CLEANER & DYER to the associates of the Associazione Italiana Tintori e Pulitori a Secco.

Meanwhile, let me again ask you a favor. I want to know some addresses of firms, possibly of Italian origin, that deal in drycleaning and dyeing in the U. S. and principally in the cities of New York and Washington.

G. VENUTI

Via Ponte Molino 6, Padua, Italy Tintoria G. Venuti

Any interested readers may get in touch with Mr. Venuti at the above address.—EDITOR



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We are well satisfied with AJAX Presses and have recommended them to our friends. You folks build a mighty fine press and others should know about it!

Sincerely yours,

MILITARY CLEANERS INC.
A.J. Briscuso,
President

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**Even "Top-Kicks"
Praise AJAX-
finished Uniforms**



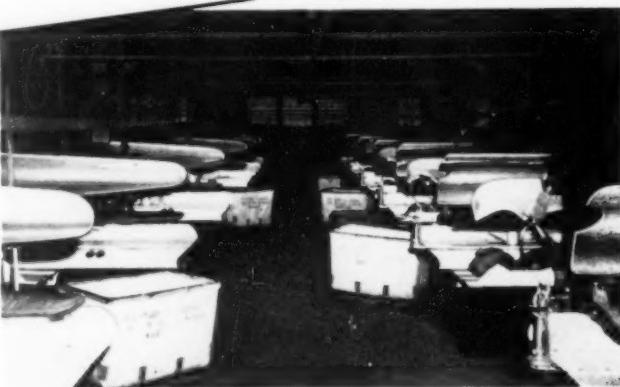
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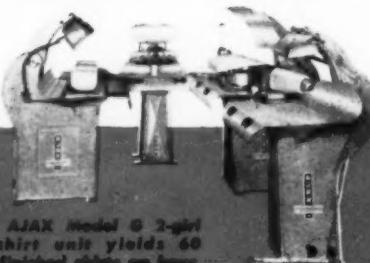
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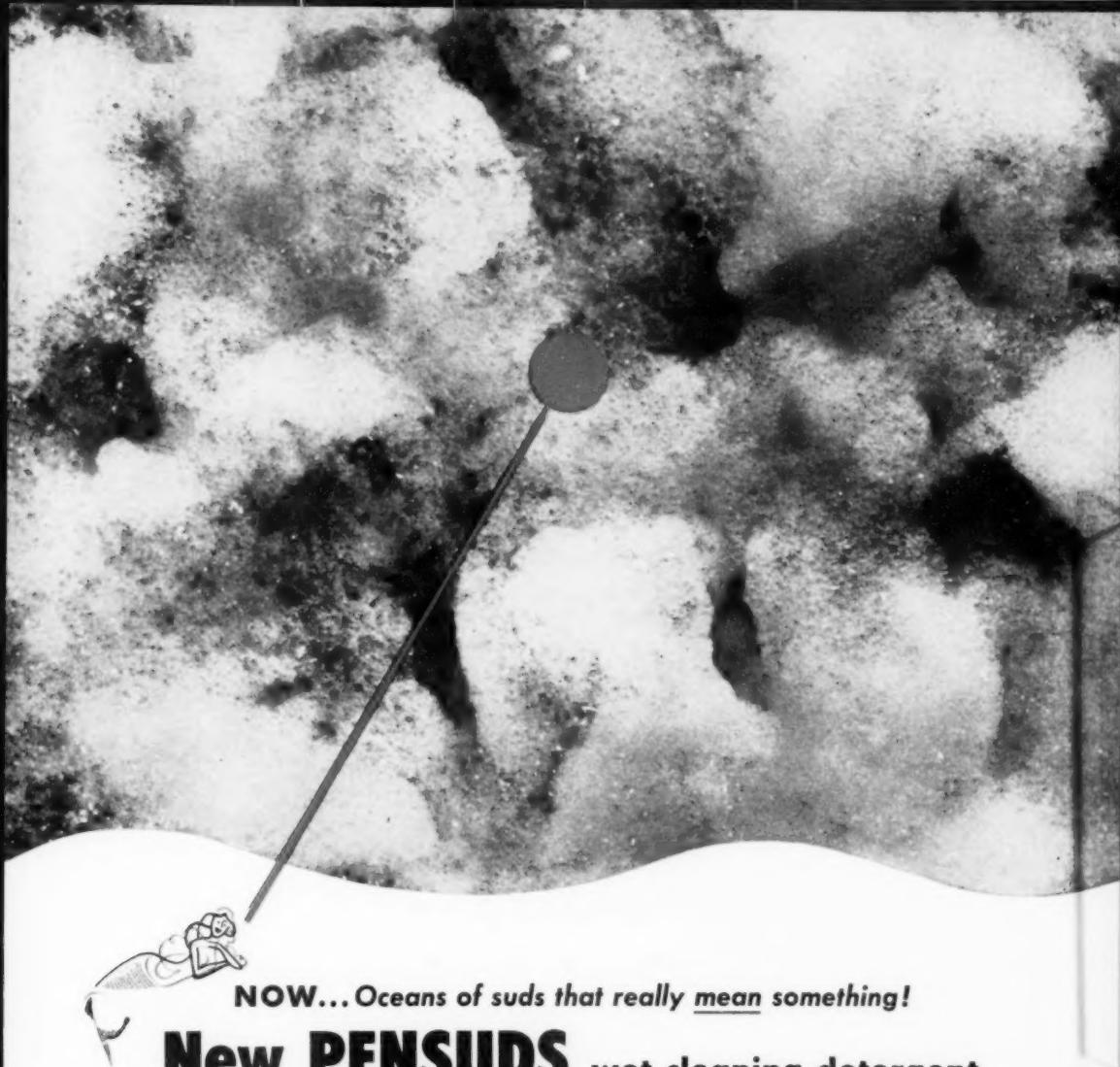
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Interior view of Military Cleaners shows batteries of six AJAX pants units, left, and six AJAX shirt units, right.



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Your Pennsalt representative or local distributor will be glad to give you complete information on Pensuds. For the name of your nearest Pennsalt distributor write to: Dry Cleaning and Laundry Department, Pennsylvania Salt Manufacturing Company, EAST: 2059 Widener Bldg., Philadelphia 7, Pa. WEST: Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.



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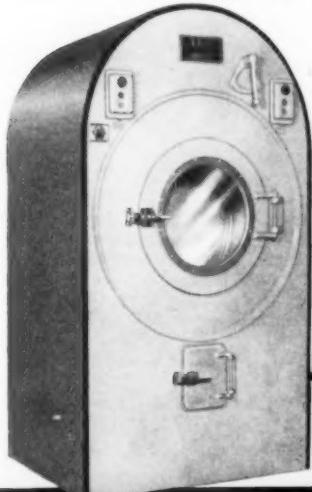
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Don't take our word for the Solvo-Miser. Here's what users say about it:

TROY, N. Y.

"We are now running 120 pounds of clothing an hour. Before we bought the reclaimer it took . . . fifty-five minutes to do just 50 pounds of cleaning".

STATE COLLEGE, Pa.

"With the installation of the Solvo-Miser, we have cut our purchases of Perc in half; our extracting time down 3 minutes per load . . ."

WASHINGTON, D. C.

"We have cleaned as much as 10,000 lbs. of clothing with one barrel of Perchlorethylene using your Solvo-Miser".

MODEL A (20 lbs. D.W. Cap.)	\$1095.00
will pass thru 34" doorway	
MODEL B (30 lbs. D.W. Cap.)	\$1195.00
MODEL C (40 lbs. D.W. Cap.)	\$1295.00

HOYT MANUFACTURING CORPORATION
998 Jefferson Street
Fall River 1, Mass.

Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

Name _____

Company _____

Address _____

City _____ State _____

SIGNS of the TIMES

DEFENSE DATA

Health and welfare plans for salaried employees are taken up in General Salary Order 11 of the Salary Stabilization Board. Pending issuance of a general regulation covering the subject, Order 11 provides that plans covering wage employees may be extended to salaried employees on the same or similar terms without prior approval, if they meet the requirements of the Wage Stabilization Board.

In general, such plans are approved if they are an extension of an existing plan to additional employees in the same plant or similar groups of employees in other plants, or if they are an extension or renewal of a plan in effect January 25, 1951, or approved by the Wage Stabilization Board before May 10, 1951, or the Office of Salary Stabilization after that date. New or amended plans required by law may also be instituted, as well as plans to which employees contribute at least 40 percent of the cost, if benefits for dependents are not included.

Employer contributions to and benefits paid under health and welfare plans in accordance with this order need not be charged against any authorized increases or benefit payments.

Record-keeping provisions of various salary stabilization orders have been simplified by amendments to Regulations 1 and 3 and to General Salary Order 6. Briefly, they eliminate reporting of 10 percent catch-up increases and cost-of-living increases provided by salary plans. Records of adjustments must be kept that give the names and positions of affected employees, payroll period in which adjustment was made, and type of increase, such as 10 percent, merit, etc.

Also, a summary must be kept available of adjustments made under any regulation which permits group increases as a percentage of compensation.

The Office of Salary Stabilization has announced that the 80 offices of the Wage and Hour Division of the Labor Department will give help to employers who want general information on salary stabilization.

Also available at Wage and Hour Division offices and at Wage Stabilization Board field offices are a revised form (No. 100), with a revised instruction sheet, for filing petitions for wage adjustments.

A green light on construction has been flashed by Defense Production Administrator Fleischmann. He recently stated that heavy requirements of the industrial expansion program should reach a peak in the second quarter of 1952, then begin to decline. For this reason it is believed that there will be more materials, particularly structural steel, available for commercial and other nondefense construction.

(This announcement was made before the threatened steel strike and subsequent seizure of the mills. The effect on steel supply remains to be seen.)

Mr. Fleischmann stated he is making the announcement now so that those who wish to build can plan ahead and file CMP applications for the third and fourth quarters. If materials are not available for all applications, preference will be given to those areas where a cut in building has produced unemployment.

According to the statement, copper is likely to replace structural steel as the most scarce material. Pref-

erence will, therefore, be given to projects which use a minimum of copper as well as of other scarce materials.

Repair of disaster damage is made easier by an amendment to Direction 2 to CMP Regulation 6, which provides assistance in getting materials needed for building reconstruction or repair. The amendment extends such assistance, previously limited to Kansas, Missouri and Oklahoma, after last summer's floods, to any disaster area.

#

Tie Score for Mall: The perennial battle between Emily Post and male comfort caught up with Ed Mall, president of the Lewellyn Laundry of Louisville, Kentucky, on a recent trip to Homosassa Springs, Florida. During a sojourn at the Homosassa Springs Hotel, accompanied by W. M. Cissell of the W. M. Cissell Manufacturing Company, Fritz Drybrough and other Louisville sportsmen, the well-known laundry owner came up against a rigid rule that all male guests must wear ties at dinner.



STRING-TIED" Ed Mall drinks

toast to etiquette-minded hostess

"tie." His selection was the cord from his electric razor, which he wore for the rest of his stay to all functions requiring dignity and formality of attire.

#

Industry Growth in Canada: The Dominion Bureau of Statistics has just issued figures on the drycleaning and laundry industries of Canada for the year 1950, indicating a healthy increase. Drycleaning plants increased in number from 126 in 1930 to 919 in 1950, with receipts of \$46,249,622. Volume increased 8.6 percent in 1950 over 1949.

Based on estimated population, the per capita expenditure in Canada for drycleaning services rose from \$3.14 in 1949 to \$3.34 in 1950, a growth of 6.4 percent.

#

Public Service by Drycleaners: The Kiwanis Club of Plattsburg, New York, has chosen as its president Sidney J. Spiegel, general manager of Spiegels Cleaners. The local Kiwanis will sponsor as a major project for 1952 a program of supplying Plattsburg with an emergency, municipal and industrial ambulance.

Active in community affairs, Mr. Spiegel has been responsible for the setting up of five city playgrounds over the past ten years and the employment of a full-time city recreation director. He organized a city youth commission on which he served two terms as president,



YES! ANY PRESS

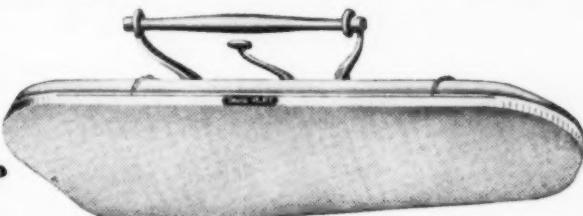
can revitalize all garments...all textures...all weaves...if it's equipped with a

Fabric-renewing[®] DAVIS PRESS PLATE

THE ONLY PLATE THAT LIFTS THE NAP AS IT PRESSES!

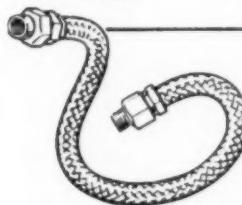
Put a Davis Press Plate on each of your presses and see the difference. The exclusive fabric-renewing feature revives the fabric as you press it and brings new life to the garment. You'll see a difference in your production too, from the faster-heating, faster-drying aluminum. Aluminum is critical...ask your supplier for new Davis Press Plates today!

YOU WOULDN'T DRIVE WITHOUT A SPARE TIRE



ORDER A SPARE PLATE NOW!

Hoffman XC05, XC07, Pantex 45, New York 42, Butler 40, 42, 45 and other 36" to 46" models.....	\$14.85
Mushroom models.....	\$11.00
47" to 54" models.....	19.25



Order that spare HOSE now too!

Davis Uniflex Leak-Prufd Hose is the hose with the LEAK-PROOFED fitting

ORDER FROM YOUR SUPPLIER TODAY

Davis[®]
SPECIALTIES, INC.

MANUFACTURERS • CHICAGO 24



Don't take chances! Keep a spare set of Davis Uniflex Hose on hand for every press and be prepared for emergencies. Only Davis Hose has the mirror-smooth surface on the fitting, permitting an absolute seal. Has no packing or brazing, therefore no leakage. Order today!

and has served as a member of the city planning commission for three years.

As president of Kiwanis Mr. Spiegel is following in the footsteps of his late father, Sidney J. Spiegel, Sr., who founded the Plattsburg drycleaning firm 40 years ago. The elder Mr. Spiegel was one of the original organizers of the New York State Cleaners Association, with Joseph Blau of Long Island City, Samuel Markel of Buffalo and Morris Ungerman of Albany.

Drycleaning plants and laundries of Providence, R. I., took part in a statewide campaign to register voters by inserting three voter's information sheets in each drycleaning order or laundry bundle.

#

Chief Cook, Bottle Washer—and Presser: The spirit of enterprise appears to be flourishing in Borger, Oklahoma, where Perfecto Cleaners has acquired a new wool presser—and Mrs. Edith Harper has acquired a new trade. Anxious for a change after 15 years as a cook and dishwasher, Mrs. Harper approached the manager of Perfecto and asked if he would hire her and then train her.

As a result, Mrs. Harper was the first woman to take the short course in wool training (at her future employer's expense) in the drycleaning department of Oklahoma A. & M.'s School of Technical Training at Okmulgee. Enthusiastic about her training under instructor Joe Smith—seven hours of shop work and one hour of theory a day—Mrs. Harper is already planning to come back later for a short course in silk finishing.

#

Proposed Legislative Restrictions: The struggle of the synthetic cleaners of New York for freedom from restrictive zoning ordinances seems to have turned into a kind of cold war flaring up now and then into battle. The latest is a resolution introduced by the city planning commission which would impose the following restrictions: (1) restrict the dry load of independent drycleaners; (2) restrict to two the number of cleaning units; (3) restrict floor space to 2,000 square feet; (4) prohibit drycleaning in certain retail areas. Existing drycleaners who may not conform with the legislation, if passed, will be protected to some extent.

A brief was presented at a hearing by Stanley Goldstein, legal counsel of the Neighborhood Cleaners Association. He argued that no legislation was needed to prevent wholesale plants in high-rent retail districts, and that limitation of loads to 60 pounds dry weight would have that effect. Limiting the size of the store, which is not done with any other service or retail business, would hamper efficiency, he argued. He also pointed out that drycleaners have the right to open in restricted retail districts, and that the fire hazard is much less than that presented by paint stores, for example, which are not restricted.

No action was taken at that time by the planning commission, which is expected to introduce a revised resolution.

The Central Queens (New York) Allied Civic Council has urged changes in a zoning amendment now before the local planning commissions which would permit in retail districts only small drycleaning setups, used as an accessory to the main business.

In Toronto, Canada, licensing of all drycleaning outlets was urged at a meeting of the civic property committee by Mrs. Ann Pollock, president of Cooperative Dry Cleaners, Ltd. At present only drycleaning plants are covered by the licensing bylaw. Mrs. Pollock pointed out that various fly-by-night operators were collecting clothes from customers and disappearing, thus giving

a bad name to the legitimate members of the industry. Mrs. Pollock also contended that it was known to everyone, including the police, that several Toronto cleaning stores were fronts for bookmakers, and insisted the police should take action about it.

D. Hartley Currie, representing the Dry Cleaners Institute (Ontario), said his group would not oppose fair licensing which would embrace the entire industry.

#

Double-Role Star: An unusual combination of jobs has been held by Nicky Feori, manager of a drycleaning branch store for the Reliable Dress Club of Des Moines, Iowa. A professional entertainer, Miss Feori took the job with the understanding that she could have time off to fill convention and club dates.



Her employer, James Lavia, was rewarded for his tolerance by twelve years of faithful service; in fact, according to Miss Feori, through her singing contacts she helped build up the drycleaning business. Enjoying both of her jobs, she did not mind the long hours involved.

Miss Feori's appearance on the entertainment program of the recent Little National convention was a fitting finale to her drycleaning work, but not a farewell to the industry. Through marriage to Norman Schleisman, who is with the Saxe-Freeman Company of Omaha, she plans to keep in touch with the industry.

#

French Mission Impressed: The group of French drycleaners, launderers and dyers, including executives and workers, which recently visited plants in this country under the sponsorship of ECA, has published a brief preliminary report in *Teniture et Nettoyage*, the publication of the French drycleaners' and dyers' association. The most striking impressions, according to the writer of the report, J. L. Lajoie of Alencon, were three:

First, the Frenchmen were impressed by the absence of bicycles, the universal means of transport in their country. Second, they noted the comforts and conveniences, such as bathrooms and electric refrigerators, in the homes of even laundry workers. Third, they report it's true what they say about the United States—practically everybody *does* have a car.

Mr. Lajoie promises a more detailed report, with an analysis of the reasons for our higher standard of living, in future issues of the French publication.

#

Los Angeles Trade School Meeting: At the recent annual meeting of the drycleaning trade advisory committee with faculty members of the Los Angeles Trade-Technical Junior College, an enrollment of 32 drycleaning students in the day school and 120 in evening classes was reported. The meeting discussed plans for a publicity program.

Rudy Henry, Blue Ribbon Cleaners, was elected chairman of the advisory committee. Other industry members are Dave Berg, Jefferson Cleaners and Dyers; Frank W. Evans, Unique Cleaners and Dyers; Dave R. Hirschler, Sycamore Cleaners; Lester M. Stroud, Roxie Cleaners, and Blake R. Thorndill, Fanset Dye Works.

(Continued on page 87)



Performs 32 OUT OF 37 WASHING OPERATIONS Automatically
THE NEW PELLERIN MILNOR FULLY AUTOMATIC

SEQUENCE TIMER

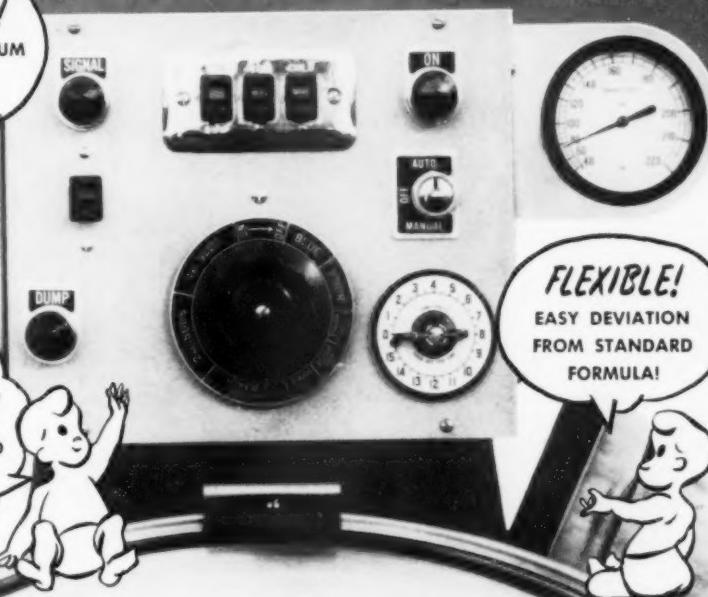
LESS SUPPLY INJECTION

EFFICIENT!
REQUIRES MINIMUM
OPERATOR
ATTENTION!



SIMPLE
OPERATION!
WASHMAN NEED
ONLY ADD
SUPPLIES!

AUTOMATICALLY opens and closes dump valve, opens and closes hot and cold water inlet valves to fill and maintain proper low water level for sudsing and souring operations and high water level rinsing and blueing operations. Control audibly and visually signals operator each time supplies are required and at end of washing cycle. All "Splits" for automatic washing of



FLEXIBLE!
EASY DEVIATION
FROM STANDARD
FORMULA!

delicate fabrics in lukewarm water obtained by simple flick of two switches on face of panel. Full semi-automatic control of water level, temperature and dump valve additionally provided to make deviation from standard formula easily accomplished.

Pellerin **MILNOR** CORPORATION

8000 EDINBURGH ST. • NEW ORLEANS, LA. • GALVEZ 5746



INQUIRE TODAY!

... FROM YOUR JOB-
BER, OR PHONE, WIRE,
OR WRITE US AT ONCE.
WE WILL BE GLAD TO
HAVE A REPRESENTA-
TIVE CALL.

NEW

Star

PERFORMER

IN YOUR CLEANING ROOM...

New

CONCENTRATED
Dry Cleaning SOAP

By

NU-PRO

C-50 IS 7 WAYS SUPERIOR!



- ★ It's 6 TIMES as strong as ordinary dry cleaning soaps.
- ★ It picks up 25 TIMES its own weight of water and still disperses in the solvent.
- ★ It's usable with Stoddard Solvent or 140F and chlorinated solvents.
- ★ It's non-inflammable.
- ★ It's 40% less costly.
- ★ Beats your storage problems.
- ★ Packed in gallon jugs or drums.

C-50 IS LESS COSTLY...FAST TO USE...MORE EFFICIENT

ORDER TODAY...AND
BILL THROUGH YOUR
NU-PRO JOBBER!

nu-PRO MFG. CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

*"Do you ever
lose track of things?"*

IT'S SAID that dogs sometimes forget where they bury bones . . . just can't keep track of them. Often, people forget to keep track of things, too. Take a cleaning plant operator. He may be so concerned about big operating costs that he doesn't keep track of how smaller expenses mount up. For instance, the expense of buying filter powder can sometimes be unnecessarily high. The reason is this:

EXCESSIVE FILTER PRESSURE is caused through the difficulty of filtering solvent that is heavily loaded with soluble oils and greases. To hold filter pressure down to a minimum, filter powder is used. Solvent loaded with oils and greases demands the use of excessive amounts of powder because screens must be scraped frequently. This runs up powder expense.

ON THE OTHER HAND, when soluble impurities are removed by the distillation process, solvent filters easier and the filter can run longer without developing excessive pressure. Less filter powder is needed. What's more, a regular filter powder can be used instead of the more expensive sweetener powders. With distilled solvent and regular filter powder, screens don't become clogged either with oils and greases or with powder. Screen scraping and pre-coating is usually just a once a week job instead of every day. With a 5000 gph filter which is scraped and precoated only once a week, filter powder savings are 8 to 16 pounds a week.



To keep solvent pure and easy to filter, to hold down filter pressure, to reduce screen scraping, to save filter powder expense, experience shows it pays to use distilled solvent.

Vacuum stills come in a variety of sizes and can be operated with equipment available in any plant. Stills are simple and easy to operate . . . require practically no watching during the distillation process. They take out the acids and oils that filters can't remove and filter powders don't touch. Distilled solvent filters easier and faster. Soaps, and especially strong soaps, work better and re-runs are cut down. The extractor saves more solvent, the tumbler produces more loads per day and spotting is reduced.

BUTLER MANUFACTURING COMPANY

7452 E. 13th St.

Kansas City 3E, Mo.



**Write for Your FREE
Copy of "The Case of
the Cleaning Room
Robbery"**

You'll find it interesting
and entertaining to read.

Would you like to find out if YOUR solvent is as pure as it should be? Write Butler Manufacturing Company, and a representative will be glad to do the testing free in your plant. Or, if you are a member, you can send a sample of your solvent to the N.I.C.D.

This is one of a series of advertisements discussing the place of distillation in the dry cleaning plant.

BUSINESS BUILDERS

Arresting Sign Gets Results



The big sign illustrated above runs across a double plate-glass window at White House Cleaners, Portland, Oregon.

The painting is done in four colors and the figure and letters are large enough to be seen several blocks away. The sign is lit at night by a corner street light.

Store manager Leah Myers says the store has a big volume of mothproofing, and every day some customer mentions the sign or asks about mothproofing work.

Sample Blanket Sells Service



It's twice as easy to get in blankets for summer cleaning, according to Jerry Kaplan of Royal Cleaning Works, Modesto, California, with every routeman's equipment including an attractive, bright-colored, freshly cleaned blanket.

Every Monday morning, all during the summer, each routeman must carry a freshly cleaned blanket folded over his arm on at least 12 pickup calls daily. After the work has been picked up the routeman, looking at the blanket on his arm and then at the customer, says, "By the way, what are you doing with your blankets this summer?" After this wedge he explains the many advantages of a Royal-cleaned blanket, including the permanently packaged blanket which is returned to the housewife all ready to store until next winter, the guarantee against shrinkage, etc.

Does it work? The records show that it does. With four stores, and the same blanket promotion in each, a plant store and three routes, Royal was able to increase blanket cleaning 400 percent by this simple suggestion method.

The routemen don't like to carry the blankets around in hot weather, Mr. Kaplan says, but they do like the increased volume, and that more than makes up for the extra heat.

News Bulletins for Promotion



OWNER J. L. "PAPPY" REEVES (left) and Billy Reeves

When Reeves Cleaners of Griffin, Georgia, put in a 4-hour valet service for hotels and motels, owner J. L. Reeves subscribed to a bulletin service which furnishes news pictures and items two and three times weekly. The bulletins, for which Mr. Reeves purchased frames, are used at the plant and at six hotels and motels. The frames at the hotels and motels carry this lettering at the top:

Reeves Cleaners—4-Hour Valet Service

"The new 4-hour valet service," Mr. Reeves said, "was slow to take hold. We tried a number of advertising stunts in an effort to put it over but none of them seemed to work too well until we put up the pictorial news bulletins at the hotels and motels."

"This advertising brought the business. We are now doing a substantial hotel and motel volume at the higher price—\$2.25 for a dress or suit as against our regular charge of \$1.50. Frequently we have a whole washer load of specials and this adds considerably to the profit side."

Guessing Contest for Anniversary

A novel guessing contest was used by Anderson Cleaners of Jamestown, New York, as a promotional stunt in connection with observance of its fortieth anniversary. Local boys and girls were invited to estimate the gross number of pounds of cleaning handled in its new plant since July of 1947.

The contest was open to all children of school age. A bicycle and nine other merchandise prizes were awarded to the winners. Entry blanks were obtainable at the company's main plant and at a branch location.

To mark the fortieth anniversary the firm, founded and headed by David G. Anderson, also employed heavy newspaper advertising which contrasted photos of the modern plant and store with the original shop.

"We're doing more work in less time"

says **MODEL SERVICES, INC.** HARRISBURG,
PENNSYLVANIA



"We looked around . . . asked around . . . and everything we saw and heard about Troy drycleaning equipment, we liked. So, in September, 1950, when we decided to replace our old drycleaning equipment, we naturally selected Troy. We have been more than satisfied. Our Troy equipment is easy to operate, and we're especially pleased with the Troy-Olson Filters, which are so easy to clean. Although our volume has increased, we have reduced our work week by approximately 10 man hours."

W. O. Cundiff
Model Services, Inc.
Harrisburg, Pennsylvania

**TROY EQUIPMENT AT
MODEL SERVICES, INC.**

- 2 36" x 64" Electroclene Washers with explosion proof motor
- 1 40" Atlas Extractor with explosion proof motor
- 2 Troy-Olson 5000 GPH Tubular Filters with button trap
- 1 Troy-Olson 200 GPH Still

Troy builds a complete line of drycleaning equipment, and will gladly help you plan your plant layout for maximum efficiency. Write today for details and prices.

Troy

LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

Sales and Service Offices in
New York • Boston • Atlanta • Washington, D. C. • Chicago
Los Angeles • San Francisco

it looked great...but



... It's what's underneath that counts when it comes to performance. You'll find the same holds true in sponge rubber press pads. Many pads look like Arrow, but plant owners report no other pad equals Arrow quality, durability and performance. Arrow pads give better results at the lowest maintenance costs on record. Don't be fooled. Insist on the pad with the Arrow Trademark.

**Know What
You're Getting...**

**INSIST ON THE ORIGINAL and GENUINE
ARROW SPONGE PAD**



*Reg. U. S. Patent Office

LOOK for the TRADE MARK



ORDER from YOUR JOBBER

Patent No. 2482412

ARROW MANUFACTURING COMPANY
2922 TERRACE STREET • KANSAS CITY 8, MO.

BEST

World Famous TROUSR-FORMR

- Makes wet cleans as easy to press as dry cleans.
- Stretches...shapes...removes wrinkles—all in four simple operations.
- Eliminates shrinkage...changes complaints into compliments.
- Cuts finishing time more than one half.

Here is the finest piece of equipment you can buy to increase your plant efficiency. More than 10,000 Bill Glover TROUSR FORMRS now are in use... many of them for fifteen years of daily service.

JUST 4 SIMPLE
OPERATIONS
ALL WITH POSITIVE
CONTROLLED LOCKS



PRICE
\$444.50
F.O.B.
KANSAS CITY

Only *Bill Glover* makes
TROUSR-FORMRS
to Speed Up Pressing — to Make You More Money

NEXT BEST

New Junior TROUSR-FORMR

- Also makes wet cleans as easy to press as dry cleans.
- Fits a wide range of sizes from boys' to large men's—a smaller waist for ladies' slacks.
- Hardwood forms—no cloth to replace.
- Always ready to use—no preliminary "warm-up."
- Cuts finishing time up to one half.

Here is equipment, specially designed for smaller shops. Only the makers of the world-famous TROUSR-FORMR had the know-how to produce the sensational new Junior TROUSR-FORMR.

SEE YOUR
Bill Glover
JOBBER

5204 TRUMAN ROAD Kansas City, Mo.



**PRICE
ONLY**
\$271.00
F.O.B.
KANSAS CITY

Quality is a way



more of doing business



Armour's New Improved Liquid Driclene is the detergent for quality cleaning

QUALITY in drycleaning is the something *extra* that brings customers back again and again. And it takes a quality detergent to do quality cleaning.

Tests prove Liquid Driclene is better!

Yes, time after time, in every test against leading drycleaning detergents, LIQUID DRICLENE has proved its ability to do a *better* cleaning job. All detergents were tested under comparable conditions in drycleaning plants chosen for their varied conditions and cleaning problems.

Here are the reasons Liquid Driclene is better!

Armour's LIQUID DRICLENE is easier, more efficient, more economical to use—because this product was designed for quality cleaning. LIQUID DRICLENE is scientifically produced to:

- Increase the number of pass-ups
- Cut down on costly hand spotting
- Reduce releans and wet cleans
- Rinse easily and completely
- Keep filter pressure low
- Take the dirt out of the load!



Write today for your free copy of Armour's new "Liquid Driclene Manual"

Your staff will like Liquid Driclene!
Spotters like the feel and appearance of garments cleaned in this modern detergent—and so do the customers. LIQUID DRICLENE rinses easily and completely—clothes come out bright and clean on the first run. And because of its chemical composition, LIQUID DRICLENE can't cause the odors that cause complaints.

And you will like Liquid Driclene!

When you use LIQUID DRICLENE, you'll find out why more and more cleaning plants are using this *improved* product. The answer is that LIQUID DRICLENE is the quality detergent for quality cleaning.

Call the Armour man today!



ARMOUR

Industrial Soap Department

Armour and Company • 1357 West 31st Street • Chicago 9, Illinois

GADGETS and GIMMICKS

Tachographs Pay for Themselves



TACHOGRAPH DISCS studied by Bob Shoemaker, co-owner of Cook's

Before tachographs were installed in the nine route trucks of H. J. Cook Company of Los Angeles, too long and too frequent stops for other purposes than business caused considerable trouble. Today unnecessary stops are the exception. When the recording devices were first installed, there was some grumbling among the routemen but now there is none.

The tachographs, which cost around \$40 each, are installed in the panel section of the truck. The wax-coated card discs are removed weekly. These discs record all movements of the vehicle: when the engine started, how long it idled, when the truck started to move, how fast it traveled (approximately), when it stopped, how long it stopped, distance between stops. The discs also record any unusual bumps or jerks which might throw hanging garments to the floor.

When the devices were installed the routemen were given a course of instruction in their operation. They were told exactly how the machines worked, what they recorded, and how they might serve as a benefit to the routemen.

For example, in more than one case the tachs have protected drivers from false traffic-violation charges. They have been an aid in settling insurance claims and in showing that Cook's routeman was not at fault in an accident which involved two other vehicles.

It has been found that the tachograph records have a strong psychological effect on routemen. It is not so much the feeling that the company has a mechanical spy at work but that there is a checking machine which will record the good and the bad alike.

"We are definitely convinced," co-owner Bob Shoemaker said, "that the tach installation has lowered our maintenance cost, reduced our number of accidents and increased individual route volume. We feel that our tach installation more than paid for itself in the first six months."

"With the tachs, when a routeman reports so many new calls and so many stops for pickups and deliveries, we have a fairly accurate disc record check on his report. Experience has proved that it is pretty hard for a routeman to get mad at a tachograph. He may

not like what his disc shows but he soon learns not to dispute the record.

"After a year's experience we have found that the honest routeman not only does not object to the tachs; he welcomes them. The fellow who is loafing and inclined to 'gyp' the company does the complaining. It is his tach disc that results in his replacement and probable revamping of the route."

Mulliscope Checks Steam Traps

A mulliscope looks exactly like a stethoscope and is used the same way, for checking sounds produced by all sorts of action inside a metal covering (see cover). Ralph Kramer, owner of Lion Cleaners at North Platte, Nebraska, says he always wanted to borrow the doctor's stethoscope and try listening to the doc's heart beat. When he heard about the mulliscope, he bought one immediately.

When a steam trap is not working properly it makes a different noise than it does when it is functioning as it should. Sometimes you can hear the pounding all over the plant. At other times, when the trouble is just beginning, the irregularity can be detected only with the aid of a hearing booster. The mulliscope is that booster.

Mr. Kramer says the mulliscope has been of great value to him in detecting steam-trap trouble in the early stages. The instruments can be bought from any supply house serving factories and precision tool makers.

Conveyor Cuts Floor Traffic



A floor traffic problem in getting work from the plant store back to the marking-in department was troublesome at Leaptrot's Dry Cleaners of Macon, Georgia, with over 20,000 square feet of floor space. The firm has four routes but also does a large cash-and-carry volume through the plant store. Marking is done in a glassed-in area just off the route truck dock, 75 feet behind the store counter.

Owner R. W. Reagan solved the problem by installing a 28-inch-wide conveyor starts four feet from the floor level and is raised to eight feet by the use of two secondary rollers. This places the belt high enough over the work area so that it does not interfere with other floor traffic or work in other departments over which the conveyor belt passes.

The conveyor also simplifies store handling, Mr. Reagan says. The counter girl merely ties the garments, walks back six feet from the counter and places the bundle on the conveyor belt. The belt delivers the bundle to the "will-call" chute in the marking-in department.

20% MORE FINISHING PER OPERATOR HOUR

6 garments



for the time, cost
and effort of 5

DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON



Eliminates
Foot Pedal
Fumbling

- Feather-touch, Effortless Operation
- No Tiresome Reaching for Foot Pedals
- Cuts Fatigue 50% to 75%
- Cooler Operation
- Quickly Pays for Itself Out of Savings



JUST PRESS
THUMB LIGHTLY
TO GET
INSTANT STEAM

NO HEAT IN THE
OPERATOR'S FACE

28 moisture-collecting traps in sole-plate of
DRYCO irons eliminate need for hot, bulky sep-
arator above board to give off heat, take space.

Model 6330 with 3-lb. iron \$82.50

Model 6360 with 6-lb. iron
Complete with iron, cord, steam hose, solenoid valve,
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When you want it

SIMPLY
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SQUEEZE.
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MODEL F—Dryco E-Z Squeeze
Water Spray Gun, complete
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STEAM ELECTRIC IRONS
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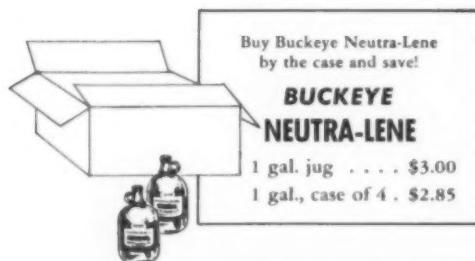


Neutralize

offensive odors
and remove stains
with effective

NEUTRA-LENE

- For laundry, dry cleaning and rug cleaning!
- Absolutely harmless to colors and fabrics!
- Because it's concentrated you save!



NEUTRA-LENE deodorizes and eliminates the causes of odors in garments. Also used successfully as a penetrating wetting agent. Apply this deodorant-neutralizer in the final rinse in laundry work or dry cleaning. Ideal for use on the spotting board. Neutralize odors with Neutra-Lene!

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**Straight-from-the-shoulder facts
show you save in every way with**

CHEVROLET Advance- Design TRUCKS

FACT No. 1

COSTS LESS TO BUY

Match a Chevrolet truck against any comparable truck capable of handling the same payloads. You'll find Chevrolet trucks list for less, yet bring you ruggedness, stamina and great features not found in the other truck.

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SAVES MONEY ON THE JOB

Experienced truck operators know Chevrolet trucks cost least to own and maintain. Valve-in-Head economy, in the Chevrolet Loadmaster or Thriftmaster engines, saves on gas. Four-way engine lubrication reduces wear and oil costs. Rugged construction means long life.

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Chevrolet trucks are factory-matched to your payload and service requirements. You don't buy "too much truck" or "too little truck." Frame, axles, springs, body, brakes and power are balanced for the job.

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Records show that Chevrolet trucks traditionally bring more money at resale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in! More proof that Chevrolet is the best truck buy! See your Chevrolet dealer soon.

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TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth

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duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTIPANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

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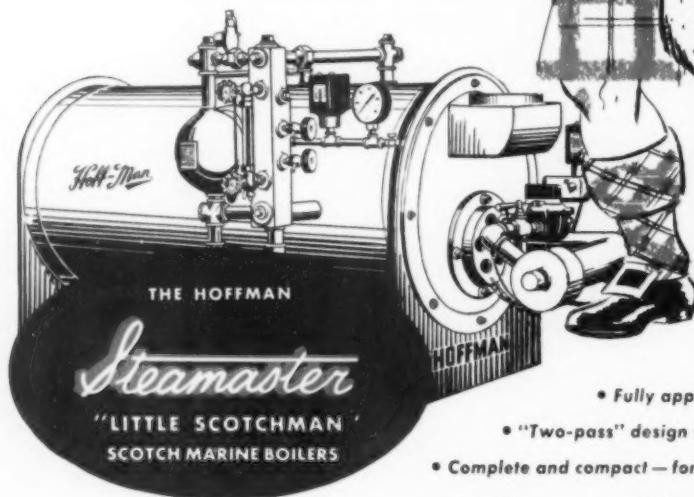
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Now, the new improved "Little Scotchman" Boiler brings you even thrifter operation! Increased heating surface . . . larger furnace tubes . . . new burner arrangement, and other advances have been added to the big money-saving extras of the "Little Scotchman." Ask your Hoffman representative to give you all the details. And take advantage of his Custom-Fitted boiler service that assures you the right size for your needs. There's no obligation — get the facts right away.



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CAN CHANGE THESE FACTS ABOUT
SOLVENT CONTAMINATION

Cleaning clothes means removing solid soil, perspiration, body secretions, food stains, perfumes, cosmetics and other unsavory matter.

The better you clean, the more contaminants you introduce into your solvent . . . regardless of the soap or system used. In fact, the more soap and moisture you introduce to improve detergency, the more you build up solid soil, fatty acid, non-volatiles, co-solvent, fugitive dyes and other trouble-making impurities.

Only MAGNESOL® BRAND highly-adsorptive powder continuously filters out solid soil, while also removing the harmful impurities brought into your solvent by the soap and the load. Only MAGNESOL® continuously keeps the acid number safely below the 0.3 recommended by N.I.D.C. . .

It's as simple as that—and no amount of high-pressure selling can change these incontrovertible facts.

Common sense tells you that you can't do as good cleaning in foul solvent as in solvent kept continuously clear, pure and "sweet" by adding MAGNESOL® with every load. You built a business by doing good cleaning in clear, "sweet" solvent. Your capital, customers and reputation are at stake. Why take a chance . . . when you can be sure with MAGNESOL®!



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EDITORIAL

NATIONAL CLEANER AND DYER

Friendliness Doesn't Pay!

We don't mean it the way it sounds, but suppose you and five other people had been waiting in a store until the saleslady discussed with an effusive customer that customer's health, child's progress in school and her winning of a bridge prize?

That salesgirl, we happen to know, felt she was doing the right thing. She had been instructed to get on friendly terms with her customers, and she was doing her best. Yet, when she finally got around to the rest of us, none of whom she knew, she seemed all the more brusque as she silently filled our requests.

How friendly can you get? A greeting as a customer enters, especially an acknowledgment of her presence if the salesperson is busy with another customer. A clear and sincere word of thanks as the transaction is completed. Complete and gracious response to requests for information, including a pause to make sure the answer is clearly understood, preferably by means of an example.

These are all that is necessary to make the customer feel welcome and appreciated. A sales employee needs to be taught how to break away from a gabby time waster. The best device is to clearly acknowledge the arrival of each new customer. The first usually does the trick!

Food for Thought

Did you ever hear of Morrison's Cafeteria? If you live in the southern tier of states east of Texas you doubtless have.

For a drycleaner we suspect there is a marvelous example in the success of the Morrison chain of cafeterias. For they are the best, most popular and most profitable restaurants in their various communities. At the peak of mealtimes lines trail 40 and 50 feet on to the sidewalks and keep forming.

The basic "secret" is the best food in town at a moderate price. These two things—the best food and a moderate price—make old people, and crippled people, and just plain tired working people, glad to stand in a line at a cafeteria.

Three other things add to the Morrison appeal. They make it easy. The food is placed in a long series of ice counters and steam tables for the customer's inspection and quick choice. And attendants pick up the trays at the end of the service counters, pick up

the sales slips, find a table for you, clear it off quickly, if necessary, and bring anything you may have forgotten, for a moderate tip. If you don't wish the attendant, you wave him off and carry your own tray.

Morrison's is always tastefully decorated, light, cool and soundproofed. Often music is broadcast softly. There is absolutely no clash and clatter.

So people stand in line to eat at Morrison's. And what kills us is that Morrison's competitors can't seem to compete!

Sounds like one or two drycleaners in each town that dominate the market. The other boys usually say they happen to be "lucky."

Maybe, like Morrison's, they are giving the best quality at a moderate price. Maybe they are making it easy for their customers to buy. Maybe people like their looks, have confidence in them.

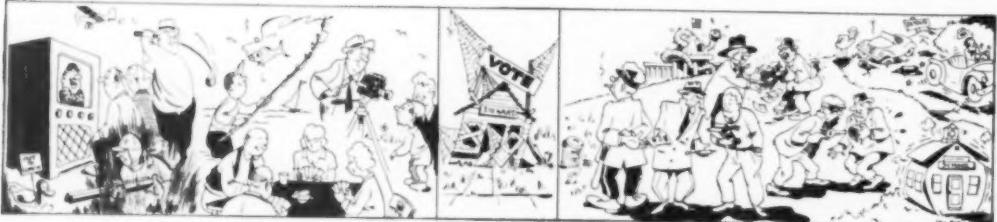
Excuse us while we run down to Morrison's for supper. It's three miles and we'll pass at least two dozen "good" restaurants on the way. We're going early when the line isn't quite as long! And we wonder if any drycleaners will be standing in that same line, thinking of how they could apply the Morrison technique to their drycleaning business.

Who's a Liar?

It often pays us to try to look at ourselves through other people's eyes. The writer's wife recently had occasion to have adjustments made on both a typewriter and a piano. In both instances, the first reaction of the manufacturers' representatives was to make a determined effort to prove that the customer was absolutely wrong, and that there couldn't possibly be anything the matter with their products. They might just as well have said bluntly, "Madam, you're a liar!"

We wonder if 90 percent of the difficulty in dealing with "unservicable" garments and other customer-relations problems arises because we tend to politely call our customers liars. We wonder about this even more when we consider that one of the fundamentals of resolving an argument is to agree with your opponent in general, then gradually reduce the point of disagreement down to something of little importance.

It certainly is important to let a customer "save face" no matter how wrong she may be. The time for establishing in her mind the fact that she will be able to save face is at the very beginning of your conversation with her. Nobody is likely to remain calm who has been called a liar or else just plain stupid.



FASTESt Handling Method Known!



THIS COMBINATION (Clothes Carts, Sorting Reel, Bag-O-Teer)
CUTS HANDLING 50%—PAYS FOR ITSELF OUT OF SAVINGS

HERE'S WHY:

Every drycleaner wants to get all the work he can through his plant as quickly as possible . . . wants to avoid costly confusion, mix-ups, losses and waste . . . wants to simplify all jobs so that he may simplify training of new workers. He wants to reduce labor by getting more production per operator hour. This BISHOP "Package" is his answer!

HERE'S HOW: BISHOP Clothes Carts, plus a Self-Assembling Sorting Reel and a Bag-O-Teer are a combination to give every drycleaning plant—regardless of its size or the system it uses—the perfect garment-handling tools for efficient, profitable operation. Here's what each item will do:

SAVE LABOR:

Employees do less walking, reaching, stooping and lifting . . . are less fatigued . . . produce more, faster and easier.

SAVE TIME:

By eliminating wasted motions and steps, every minute is economically utilized for actual revenue-bringing output.

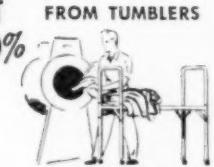
SAVE SPACE:

Permit more work to be done in less area; open up aisles for faster handling and provide room for more production.

SAVE MONEY:

More production per operator and per foot of floor space means lower costs . . . more plant capacity and more profit!

BISHOP CARTS CUT HANDLING COSTS 50%



Speed unfinished garments from tumbler to spotter to presses up to 50% faster. Eliminate space-wasting tables, baskets. No stooping or bending. Garments lie flat, easier to finish. Capacity 100-150 lbs. Size 38" long, 18" wide; platform height 26". B2-100

SORT TWICE AS FAST IN HALF THE SPACE!



Sort and assemble clothes twice as fast in half the space. Operator stands in one place . . . the garments come to her! Capacity 350 dresses or 200 suits in space only 6 x 6 ft. when loaded. Height adjustable from 62 to 80 in. Sturdy, can't tip over. Bag. No. B12-50

BAG MORE GARMENTS FASTER, AT LESS COST!

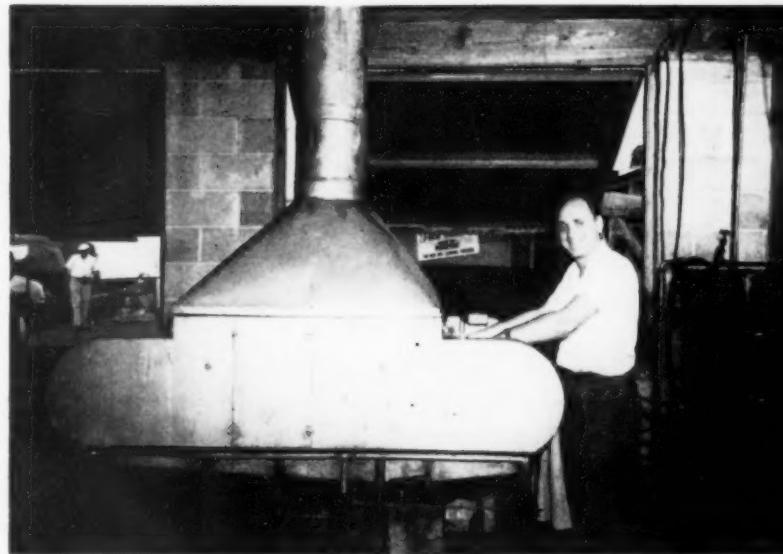


Combined bagger, invoice desk and bag storage rack . . . every aid to fast, efficient, effortless bagging right at operator's fingertips, in less than a square yard of floor space. Holds 3 sizes of bags. Height 82". Heavy steel base. No. B30-1D

Order Now FROM YOUR SUPPLIER  **HE IS OUR DISTRIBUTOR**

G. H. BISHOP CO., CHICAGO,

MANUFACTURERS SINCE 1893



SIDE VIEW shows size of machine compared to operator Martin Blau. Charge feed tank behind Mr. Blau is made of soap drum

Prespotting by Machine

Florida drycleaner cuts his wetcleans 98 percent

by WILLIAM R. PALMER

IT ALL STARTED, Max Blau says, because his Palm Cleaners in Orlando, Florida, wasn't making any money. The wetcleans were driving him crazy.

That is easy to understand when you realize the average Florida plant in the summer time gets almost nothing but sport shirts and slacks. The silks dwindle as the gals live in sun suits that can be washed at home. A Florida drycleaner will claim he has to wetclean everything. Actually wetcleans average "only" 70 to 75 percent of the garments received.

Max tried pressure injection of detergent into his washer with a battery of nozzles from a high-pressure line along the underside of the washer. This helped appreciably, but not enough to solve his problem.

Then he decided to try prespotting on a mass basis, but quickly realized that would involve just as much labor. It was then he decided that the approach to prespotting had been all wrong. Prespotting had to be "mechanized."

That is when Mr. Blau started to invent his "prespotting machine." He hasn't been able to think of a truly descriptive name for it yet. His wife refers to it as the "gismo" and whimsical friends call it the "little monster."

However nameless it may be, the darned thing really works. It has cut that 70 percent of wetcleans down to 1½ percent. The 1½ percent are mostly those

garments needing heavy digestion. As a result, Max is getting bright colors, few wrinkles and no shrinkage. An additional unexpected dividend has been to reduce the length of his drycleaning washer runs, automatically giving him more capacity in the cleaning room.

Machine Is Simple

The machine itself is simple in principle, but was surprisingly difficult to "engineer." Quite a few parts were tested and rejected as unserviceable. The design was changed many times, to correct various "bugs" that developed, before Max was satisfied. Many times, over a period of five whole years, he operated the machine during the day and then his associate Bill Burnett would tear it down and rebuild it overnight.

Garments are spread out flat on a wire-mesh conveyor one at a time. As each garment moves into the machine it passes under another endless wire-mesh belt which presses down and holds the garment gently but securely in its stretched-out position. In this manner it passes first between two rows of steam jets; then come two rows of jets that douse the fabric with a mixture of Stoddard solvent and detergent. Thus saturated, the garment rolls out the opposite end of the machine and drops into a metal receiving tub.

When the tub is full it is wheeled to the cleaning room and emptied into a standard drycleaning washer.



Above: DISCHARGE SIDE of prespotting machine with receiving tub nearly full. Garments are slick or even saturated with detergent solution.

Right: AS USED WITH CHARGE SYSTEM the makeup and recharging is done in feed tanks. Heavy arrows show path of garments. Note detergent jets are boxed in to avoid mixing moisture with detergent solution. Neoprene flaps protect openings.

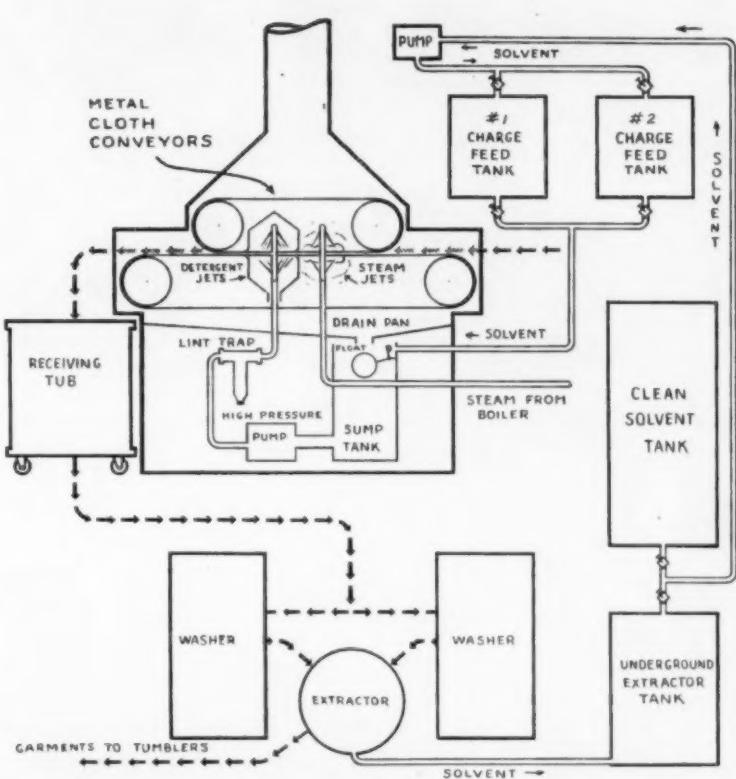
Here it is run "on the rinse" until the sight glass is clear for from 15 to 20 minutes. The garments are then extracted and sent to the tumblers.

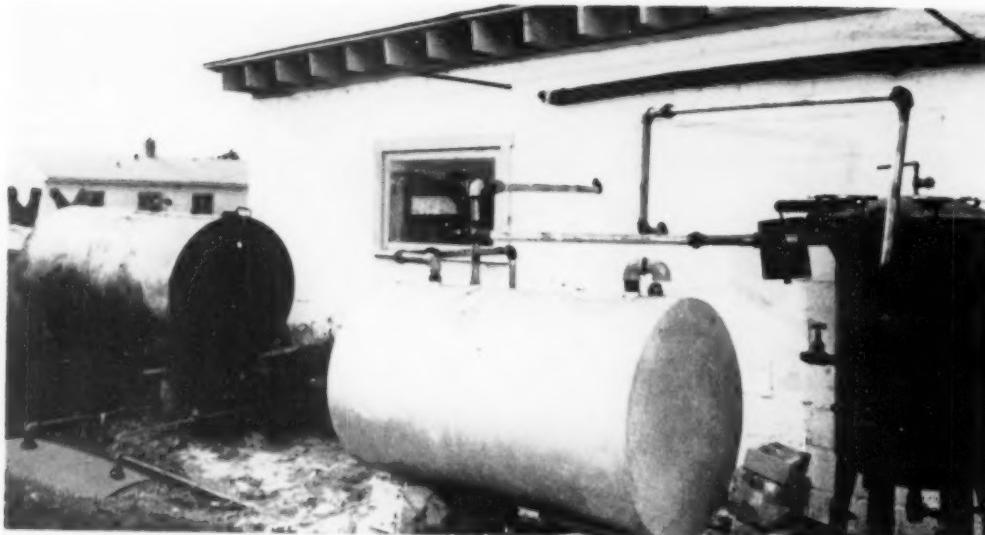
The work that comes into this Florida plant can only be described as superfilthy. Most of it comes in from the surrounding farms and groves, from the laborers' families, and it is filthy. Yet Palm Cleaners obtains 60 percent passups. Considering the type of garments and fabrics handled, the ones we saw were "honest-to-goodness" passups. Another 25 percent pass after a couple of flicks with the steam gun.

Aside from those few pieces set aside for wetcleaning because experience shows they will be wetcleaned anyway, the remaining 15 percent of the garments are prespotted with a wet spotter. The actual content of this spotting solution applied from a pressurized tank consists of 10 percent commercial wet-dry spotter, 10 percent ammonia, 2 percent neutral lubricant, and the remainder water.

As each of the reruns is spray-spotted, it is tossed in a pile. When the load is finished, the reruns are put in a warm tumbler and run for three minutes. The purpose of this, according to Max Blau, is not to dry out the garments, but to spread out or feather out the spotting solution.

The reruns are then taken from the tumbler and run through the prespotting machine for the second time, then tossed in the washer and run for only a few





EXTRACTOR DRAIN TANK at left with top barely showing, clean solvent above it. Discarded filter is muck tank, through which solvent from filters passes when they are cleaned. Tank in foreground holds solvent until returned to filters after cleaning.

minutes, since the insoluble soil has already been removed.

These reruns almost without exception become passups. All the gabardines and other fabrics that usually are wetcleaned, because of their tendency to "ring" when spotted, are spared the wetcleaning, with attendant savings in the finishing department.

Incidentally, Palm Cleaners, rather than use controls to regulate tumbler temperature, prefers to hold steam pressure on the tumblers at 70 pounds by means of reducing valves which guarantee that the tumblers do not get too hot.

Now Using Charge System

At present the charge system is being used with this machine, with a few modifications. However, Mr. Blau is emphatic in stating that he has used in his machine practically every type of drycleaning soap sold, with notable success.

Since the diagram shown with this report depicts the setup as used on the charge system, we will describe that operation. The entire system is maintained under a $1\frac{1}{2}$ percent charge with no moisture added. This includes the feed tanks to the machine as well as the contents of both washers and filters. Mr. Blau makes up his charge in the feed tanks that supply the prespotting machine. Each feed tank will hold enough solvent and detergent to saturate 600 pounds of clothing. One feed tank can be recharged while the other is in use.

The extractions drain to an underground extractor tank. From there they are pumped to whichever feed tank is being charged. When the extractor tank is empty, the amount of solvent still needed to fill the feed tank is drawn from the clean solvent tank and enough detergent added to bring the charge back up to $1\frac{1}{2}$ percent.

Mr. Blau's method of clarification might be called "irregular," but appears to be effective. He precoats the filter in the morning, then runs all day without

adding filter powder. After the day's cleaning is over he throws a heavy dose of sweetener powder and activated carbon into the washer and runs it for 10 or 15 minutes to permit thorough contact of solvent and the mixture of sweetener powder and activated carbon. No garments are present during this operation. He then throws this on the filter and runs it until the solvent is clear.

Jets Are High-Pressure

The detergent jets are under 225 pounds pressure. This causes the detergent and solvent to drive through several layers of cloth, if necessary. On the other hand, it does not seem to harm the frailest fabrics (in fact, a piece of Kleenex, run through this machine like any garment, was undisturbed except that it was thoroughly saturated with soap and solvent). Mr. Blau found through experiment that lower pressure resulted in reduced efficiency; i.e., an increase in wetcleans.

Not all garments are saturated completely, but as they lie piled in the tub the solution continues to spread through the fabric until the whole garment is covered. Shoulder pads, for instance, are covered on the surface but not saturated.

Steam jets are operated at 70 pounds pressure. In this instance varying the pressure all the way from 60 to 120 pounds does not seem to have had much effect in changing the machine's efficiency. However, a water separator was set in the steam line to assure dry steam. If a garment is run through a machine with only the steam jets turned on, you can take the garment, snap it in the air a couple of times, and the fabric will feel dry.

The steam consumption of this prespotting machine is estimated to be about 80 pounds of steam per hour—or little more than that of a small tumbler.

Mr. Blau's theory for the efficacy of the operation is based on the fact that the steam jets hitting the fabric make the fibers expand, opening up wrinkles that hold soil embedded in the fibers. Then while the fibers are in this expanded condition, they pass through the



Sanitone Cleaning of Cotton Dresses Swells Oklahoma Dry Cleaner's Volume 11% In Slow Season!

**SANITONE DRY CLEANERS
ACROSS THE COUNTRY REPORT
AMAZING RESULTS IN BUILD-
ING NEW, YEAR-'ROUND
BUSINESS!**



That's Because Sanitone SS—the Miracle Ingredient—Restores Cottons to Their Crisp, Like-New Body and Texture!

Thousands of women have learned of this great advancement in Dry Cleaning through the exclusive Sanitone Cotton Clinic promotion. Their enthusiastic response has given Sanitone Dry Cleaners a tremendous volume increase in slack months as well as new over-all profits!

Sanitone SS is just one of the extra advantages enjoyed by Sanitone Licensees. At their disposal is everything they need to get and hold more business—from a complete engineering service to an effective merchandising program.



SANITONE DRY CLEANING SERVICE
Division of Emery Industries, Inc.

Cincinnati 2, Ohio

FINAL

Clark ESTABLISHED 1914 CLEANERS • DRY CLEANERS

Jan. 10, 1952

Mr. Howard Smith
Santone Licensee
Emery Industries, Inc.
Cincinnati, Ohio

Dear Howard:

Our results from the Sanitone Cotton promotion you set up for us this past summer certainly impressed us with the value of this promotion.

Despite this summer's record breaking heat we showed a 11% improvement in our volume. I think that I attribute entirely to the cotton promotion. And we passed this extra volume on no additional labor cost in these slack summer months.

On top of this we made many good friends with our Sanitone干洗店 and old customers complimented us - a couple of them with written notes.

The big gain, however, was the number of new customers attracted by the cotton promotion who came in with us and helped to swell our total volume. September was a good month and I believe a substantial part of the 11% gain again. We had over 100 new and regular customers over the same month last year come to us treated to new customers originally brought in with the cotton promotion.

Sincerely,
[Signature]
Dr. A. Clark



MAX BLAU SPRAY SPOTS some reruns which will be passups after going through the machine again

detergent spray. The combined force of the spray and the lubricating action of the detergent loosens the dirt to the point where it is sliced off the garments with comparative ease when it gets into the washer.

The temperature of the garments is about 90 to 100 degrees F. when the solvent hits, and the solvent is

warm enough so they remain close to that temperature. Max will tell you some crocking of color is likely, but no more than in the conventional method of prespotting and cleaning.

As noted in the diagram, the detergent flows from one of the feed tanks and the sump tank of the machine. The rate of the flow is controlled by a float valve. From the sump tank a high-pressure pump pushes the detergent solution through the lint trap and out the jets.

There are 16 detergent jets in the machine, two sets of eight opposed to each other. That is, one set sprays the garments from above and the other set from below. There are also eight steam jets, four above and four below.

Palm Cleaners has two washers, the larger a standard metal 36-by-54-inch machine. In a test run Max ran a standard load for the larger washer through his prespotting machine in six minutes. He could easily keep ahead of both washers.

Palm Cleaners is averaging about \$3,000 a week at a dollar base price. It is easy to see where reduced volumes in the wetcleaning, spotting, prespotting and finishing operations could have permitted elimination of as many as five employees. The true case is that the plant's volume has nearly doubled since work was started on the prespotting machine, yet the production crew has remained the same size as it was then. All in all, Blau's "gismo" has doubled the productive capacity of his drycleaning plant! # #

Max Blau has another idea to avoid wrinkles in his work, and cut finishing costs. He has attached a revolution counter (tachometer) to his extractor that shows the number of revolutions per minute the extractor is turning. It is Max's contention that nobody ever knows how complete his extraction is because variations in the weight of the load cause considerable variation in the length of time that it takes an extractor to get up to full speed.

Therefore, he tells his cleaner to let his silks run until his particular extractor hits 1,000 r.p.m.—then cut it off. Wools are permitted to go up to 1,100 r.p.m., and then cut off.

Max says he may lose a small amount of solvent but he gets by without any extractor wrinkles. He says, moreover, that he can tell immediately when the cleaner has neglected to shut the extractor off at the stated r.p.m. because wrinkles immediately show up in the garments.



REVOLUTION COUNTER determines length of extractor run



SAVE up to \$900 a Year

with

**Butler
Ayr-Mor
Synthetic
Unit**

THAT'S \$900 SAVED on solvent costs alone . . . valuable perchlorethylene saved because the filter of the unit has Butler Air Cleanout* to recover more solvent from filter muck.

Ask Your Butler Sales Representative about These and Other Profit and Savings Advantages of the Butler Ayr-Mor:

- Fully Automatic . . . requires only 5 minutes' attention per hour.
- More efficient solvent reclamation . . . Exclusive Butler Ayr-Mor feature assures solvent recovery in less time and at lower temperatures than is possible with other synthetic units.
- Less garment handling . . . Soiled garments go in dry . . . come out cleaned, dried, deodorized.
- No filter bags to clean
- Flexible installation
- Proved in use
- Variable washing cycle
- No expensive foundation needed

*Patent No. 2,301,803

See Your Butler Sales Representative, or Write



BUTLER MANUFACTURING COMPANY

7452 E. 13th St., Kansas City 3E, Mo.

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING WASHERS

Manual for Training Silk Finishers

Part III: Finishing collars and dress tops on puff irons

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers: Collars

Have all kinds of collars on hand, if possible—straight, tailored, bias and round-cut. If you do not have these all available do not forget to follow through on this later on.

Show the operator the use of the hand pad on the bias collar, following the thread of the material and not the cut of the collar. It is easier, as we know, to do the collars first on the heart-shaped puffer, because it is smaller, but the operator gets a smoother and faster job on the mushroom. Therefore, teach the new girl the use of the mushroom for collars as soon as possible. Be sure to tell her this will also apply to any belts or sashes that are fastened to the garment.

B. Instructions to Trainees: Collars

Job Breakdown: I. Heart-Shaped Puffer

IMPORTANT STEPS

1. Place one corner of collar on puffer.

2. Steam.

3. Proceed length of collar.

4. Finish other end or corner.

Job Breakdown: II. Mushroom Puffer

1. Place half of collar on mushroom puffer.

2. Steam.

KEY POINTS

a. Hold in place with hand pad (see Fig. 1).

a. Use ironing motion with pad to finish collar.
b. Hold with hand pad.
c. Be sure pad is holding collar on puffer while using steam.

a. Continue to use hand pad in an ironing motion.

a. Be sure dress is resting on table so there is no strain on the collar.
b. Hold corner of collar on puffer with hand pad (see Fig. 2).

a. Use ironing motion to finish half of collar.

3. Change to other end of collar.

a. Place on opposite side of puffer.

b. Finish as first half.

C. Typical Presentation: Collars

I. When you lay your garment down on the table, be very careful how you handle the sleeves, because you never want to wrinkle up the part you've already finished. If possible, let the sleeves hang free over the edge of the table.

O. Do they wrinkle very easily?

I. Yes, especially if they're not dried thoroughly. That's why I like the puffers without any covers, because they're hotter and dry the garment out.

O. Can we take the covers off these puffers?

I. Yes, we'll do that after you've had a little more practice, because you must be careful or you can get burned. But if you follow the steps given you and do as I show you, you should have no trouble.

Now, when we put the collar on this heart-shaped puffer, we hold the collar out straight from the puffer for two reasons. We get no impressions from the point of the puffer, and we also remove all tension on the collar. Then we use our hand pad like an iron, ironing away from us to the edge of the collar. This has the same effect as a hand iron, but this way we can see the right side of the collar and not have to worry about shine.

Now, if the collar is cut on the bias, we have to handle it a little differently.

O. They are easy to stretch out of shape, aren't they?

I. That's what makes it so nice that you know how to sew—you understand so many of these things that we talk about. So many times it's done just because the finisher doesn't know any better. We have a rule that works for everything: "Always follow the *thread* of the material." If you do this, on bias, you see you go on the diagonal of the collar instead of the length of it.

O. That's just common sense, isn't it? But who ever

FIG. 1. Hand pad holds collar in place



FIG. 2. Holding corner of collar with hand pad





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would think of that? There sure is a lot to learn, but it's so interesting, and I like the way you explain everything. Now if I can just learn to keep the hand pad on the corner of the collar while I'm steaming, I think I'll be all right.

I. Well, we'll do several of these and then you won't worry about the steam hitting your arm. Just don't step down on the pedal quite so hard. You see you can regulate the amount of steam by doing it a little lighter when you step on the foot pedal.

Now continue directly across the collar until you get to the other end, and then just reverse your position and have the other corner of the collar under your pad. See what a nice edge that gives you, and still you get no shine on the collar like you would get with an iron. Of course, there will be some collars that we will not get perfectly, but we will then touch them up with the iron after we have tried them first on the puffer.

(Later)

I. Now that you feel a little more at ease on the puffers let's do some collars on the mushroom puffer. Again you lay the garment down on the table so the sleeves don't get wrinkled. Then we place half the collar on the mushroom, using the hand pad on the point or edge to help us hold the collar on the puffer. After we steam it lightly, we finish it with the hand pad same as we did on the shoulder puffer, but we don't have to move the collar so often.

O. Should you use your right or left hand to work the hand pad?

L. Whichever one is easier for you. I use either one, and maybe you can, although most girls keep the pad on their right wrist all the time and that is what we suggest you do.

When you are finishing the collar always have the right side, or the side that shows, up so you can see it. **O.** And we're supposed to do the collar before we do the top of the dress even when we do it on this puffer? **I.** That's right, because you may wrinkle the blouse near the collar and if you do this after the blouse is done, then you'll have to repeat your work.

A. Instructions to Trainers: Tops of Dresses

You will need a good many different types of garments in order to cover every possibility on this particular operation. We want to be particularly careful that

we have both front and back neck openings, both part way and to the waistline. Every garment that is not open completely to the hemline is considered a closed garment. Those that are open to the waistline should also be considered as closed because then we can be sure that the finish will be smooth at the bottom of the opening and does not have a bulge on the buttonhole side.

You will also want to have dresses that will have rolled pleats, large pockets, pleats and gathers below the waistline.

It may take you some time before you are able to show the new operator all these garments. But let's be sure she is shown the correct way to do all of them, so that she doesn't have to figure a way out herself and then have to be corrected.

What was said at the beginning of this series still holds true—have all your needed equipment on hand and be sure the work place is kept clean, because then the operator will continue in the same way.

B. Instructions to Trainees: Finishing Tops of Dresses on Mushroom Puffer

Job Breakdown: 1. Closed Garment

IMPORTANT STEPS

KEY POINTS

1. Place garment on puffer.

a. With right hand at back of hemline, left hand at neckline, pull dress over mushroom through skirt of dress. (See Fig. 3. Photo was reversed for ease of taking.)

2. Start at upper back, left shoulder.

a. Have sleeve head off the puffer, taking in as much of left top shoulder as possible (see Fig. 4).

3. Move across back to upper back, right shoulder.

a. Continue across shoulder to right shoulder. Make sure neck opening is perfectly flat and wrinkle-free. Be sure right sleeve head is off mushroom.

4. Move down to waistline, lower right back.

a. Be careful that tucks, gathers, etc., are not creased while applying pressure with pad.

5. Move across lower back to left side.

a. Shift across back of dress, continuing to watch pressure.

(Continued on page 48)

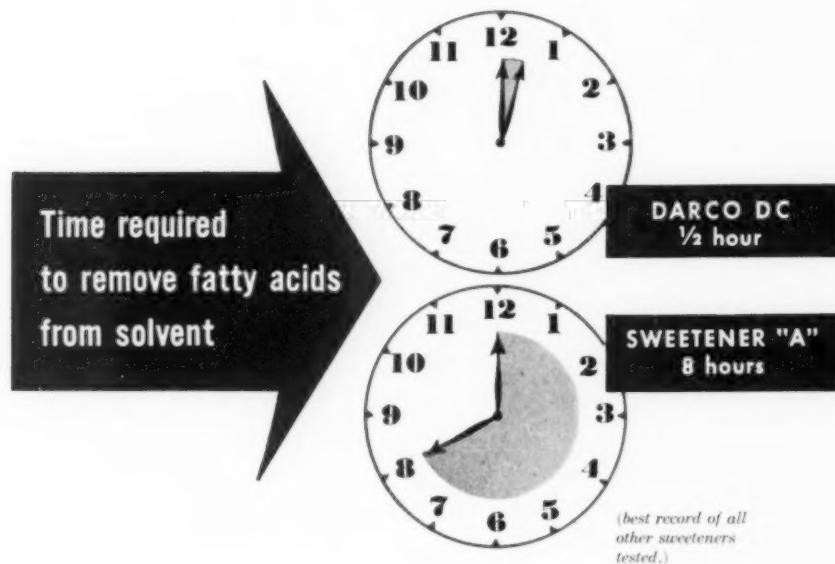
FIG. 3. Pulling dress over mushroom

FIG. 4. Hand pad on top shoulder; note sleeve head is off puffer



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FIG. 5. Steaming front-opening garment

(Continued from page 46)

6. Move to left underarm.
 - a. Be sure sleeve is off mushroom.
 - b. Zipper or placket should be closed and pressed smoothly with hand pad.
7. Move to lower left front.
 - a. Finish with hand pad if necessary, watching out not to crease tucks and gathers.
8. Move to upper left front shoulder.
 - a. Slide dress to this position. Have neckline (or neck opening) perfectly flat and wrinkle-free.
 - b. Be sure sleeve is off puffer.
9. Move to upper right shoulder.
 - a. Finish like rest of garment. Steam and use hand pad when necessary only.
10. Move to lower right front.
 - a. Hold upper part of garment out from puffer. Do not let it drop over edge.
11. Move to right underarm.
12. Move to hip line.
13. Continue around skirt.
 - a. Do not do the back of skirt if it is plain.

FIG. 6. Finishing sleeve without armhole seam in one with bodice



14. Remove dress from puffer.
 - a. Use hands in same manner at hemline and neck as when garment was put on machine.
15. Open up gathers, tucks, inverted pleats.
 - a. Open up by running heart or egg-shaped puffer in and out of each. (See Figs. 4, 5 and 6 of previous article—April, page 46.)

16. Hang dress on hanger.

Job Breakdown: II. Garments Open Down the Front

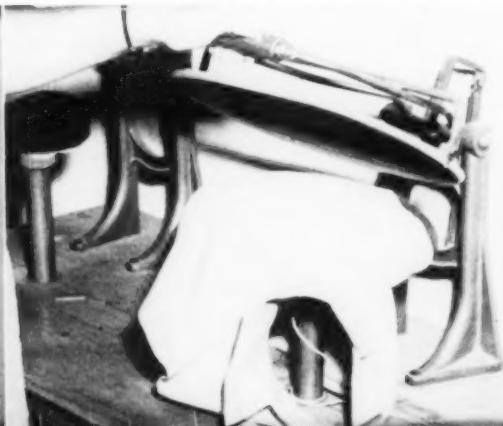
1. Place garment on puffer.
 2. Move to lower front of button side of garment.
 3. Move to underarm.
 4. Move to lower part of back.
 5. Move to shoulder part of back, proceed across entire back as with closed garment.
 6. Continue to opposite under-arm seam.
 7. Finish lower front on button-hole side.
 8. Move to shoulder front on buttonhole side of garment.
 9. Move to below waistline.
 10. Hang garment on hanger.
- a. First lay should be on button side of garment at shoulder.
- b. Steam and use hand pad in ironing motion, with each succeeding lay, if necessary (see Fig. 5).
- a. Be sure material is smoothly finished under and around buttons.
- a. Be sure sleeve is off puffer.
- a. Never remove garment from puff.
- a. Use same method of finishing as with closed garment.
- a. Be sure sleeve is off puffer.
- a. Be sure facing is smooth before using hand pad to give a finished edge.
- a. Straighten buttonholes so they are smooth.
- a. This is necessary only if there is extra trim that it will not be possible to finish while the skirt is being pressed.

Figure 6 shows how the sleeve without an armhole seam can be finished as the bodice is being finished on the mushroom. This would be done with the left and right shoulder lays, both front and back.

Figure 7 shows how you would use the head of the cloth-head puffer, if it is necessary at any time while finishing the bodice of a garment on the mushroom. This is especially true of badly wrinkled garments.

(Continued on page 50)

FIG. 7. Use of cloth-head puffer, when necessary, on bodice



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C. Typical Presentation: Tops of Dresses, Blouses and Jackets

I. As you have noticed, we divide the tops of dresses into two different groups. They are either closed garments, or open all the way down the front. The garment must be open all the way just like a coat to be finished by that procedure.

When you take the garment off the hanger, do it so that your left hand is at the neckline and grab hold of the back of the hem with your right hand so you are all ready to slide it on to the puffer. Later, you will be doing all these operations at one time, without putting the garment back on the hanger. It is always a good idea to keep your eye on the back of the neck of the dress as that is where you usually start with all operations.

You see, if you put the garment on this way, you will have the back of the garment on the top of the puffer and ready for your first lay as soon as it is on the puffer. We always do the back of the garment first, because usually all the fancy part of the dress is on the front and you are not so likely to wrinkle it if you do it last.

O. What about the shoulder pad?

I. Keep that right in the shoulder and fit it into your first lay. That way you'll know that it will lie smoothly on the customer's shoulder when she wears the garment.

You want to be sure that the armhole seam of the garment is just on the edge of the puffer. Don't wrinkle up your sleeve as you will do if you let the sleeve come up on the puffer like this. (*Show*.)

Now, when you start, look at the garment. Most of them will not need the hand-pad work at all. The only time you use your hand pad is if you want to crease an edge, make a smooth effect like on the shoulder pad line, or as on this next lay to be sure the inside facing at the back of the neck is smooth. Most of the time all you have to do is just steam and give a little ironing motion as you move over to the next lay, like this. (*Show*.)

O. That sure is wonderful. Do you still keep the hand pad on your wrist?

I. Yes, it's out of the way and still it's there if you want it.

Now, we move down to the bottom part of the blouse. Here we want to be careful not to press creases into these gathers that are above the waistline. You know they don't put them in when they make the dress and that's what we're trying to do—make the garment look, as much as possible, like it did when the customer brought it home from the store.

We also have tucks like this next dress that are supposed to remain soft above the stitching mark. It's really much easier to put a crease in them but then it makes the dress look rather "hard." I'll show you how to make them soft if you have to after you have all the tops finished.

When we get to the zipper under the left arm, we must be sure to close it because that's the way the customer will wear it. If we leave it open, there will be a small pucker at the bottom, and it will stick out right at the lady's hipline, which would be awful. This is where we should always use our hand pad, to smooth the covering of the zipper.

When we get to the front of the dress, we'll use our hand pad more. If there are any pockets on the front, it's a good idea to use the hand pad to smooth them out. Now, at the neckline, if there is an opening front or

back, let's put both sides of the opening on top of the puffer at once—like this. That way we'll be sure that both sides are even. Also, like on the next dress, if there is a large neckline, turn it on the puffer to the wide side so that the entire neckline is lying on the top at once. That way we will never stretch a neckline out of shape.

O. You have to be careful of the facing in the front, too, don't you? Just like in the back?

I. Yes, it's very important that all facings be straightened out and you can do this by slowly sliding it back on the puffer, like this. And when we get down to the bottom of a dress that is buttoned to the waistline like this one, we want to be careful that there is no pucker at the beginning of the opening.

Now we check down below the waistline and if there are roll pleats stitched part way down, we finish the top part of them on here before we take the garment off the machine. Notice how I hold on to the top part of the dress with my left hand. Don't let it fall any old place, because you've worked hard on that part and don't want to do it over again. We will also finish these pockets on the skirt before we take it off the machine.

O. Is there supposed to be a crease on those pleats?

I. No, we'll go back now to the heart-shaped puffer. Holding our dress out like this, very carefully so as not to wrinkle it, we run the point of this puffer up into those pleats to give them a smooth soft look. Then we won't have to work our skirt machine up there at all when we do the bottom.

O. It sure is a smooth way of doing it.

I. Yes, if we'd tried to do it by putting the dress on the puffer through the neckline, which you would think would be the easiest way to do it, we would have had to take it off the puffer several times in order to continue our work. This way will work for all the garments you will do, except for an open-down-the-front dress, like this next one.

This one we'll start at the button side of the garment and do the same type of finishing as we did on the other top. Only if we started on the back with this, you see, we'd have to look for the other side of the dress when we'd finished one side. This way, we start at one side and continue to go right around the dress, never taking it off the puffer.

On this same dress we have one of those sleeves that doesn't have an armhole seam, and you notice with the first lay on the shoulder, the top of the sleeve fits right over the top of the puffer. This method of finishing those sleeves will give them a much smoother look. You want to use your hand pad on the edge of the sleeve to give it a nice smooth look.

O. Everything you do and say sure makes sense. And that's what I like.

I. Well, this is all the work of a great many people. These ideas I'm giving you are not thought up by me, but what has been found to be the fastest and surest way of doing a good job.

You've had a lot to learn on these puffers and there's still a little more for you to take in, but we'll let you work on this for a while. Then I'll come back to answer any questions you may have and show you a few more little things. Then we'll start working all four puffers at one time. # #

This is the third of a series of articles on training silk finishers. The complete series will cover training of finishers to do a complete job, using all types of equipment.

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ACTUAL MANUFACTURE of Axminster weaves seen by Phil Beatman, John Emmons, Harry Gross, Palmer Williams (behind guide) and Jack Martin

Rug Cleaners at Educational Clinic

Greater product knowledge is reward of intensive four-day course at carpet mill

by JOHN J. MARTIN

THE MORE YOU KNOW about a product or service, the better you can sell it. The 22 rug cleaners who signed up for a recent educational clinic at the Mohawk Carpet Mills in Amsterdam, New York, sell a service, and they service a product. To do a real job selling the service, they figured they'd better know more about the product—carpet.

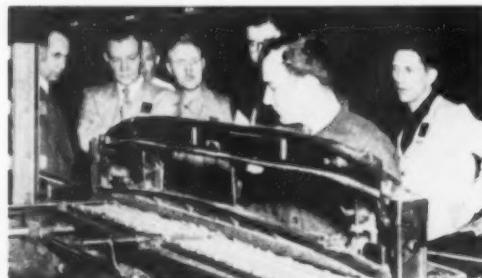
In four days at Mohawk the group learned how the rugs and carpeting they clean are designed, constructed, advertised and sold. And they learned it in concentrated doses—from A right through Z.

Ordinarily, Mohawk runs the clinic for its retail and distributor salesmen. It's a year-round training program, and thousands of floor-covering salesmen have taken the course since it began in 1941.

Through the efforts of the New York Rug Cleaners Institute, the clinic was opened to interested rug cleaners. That group's executive secretary, Harold Buckelew, arranged the trip with Mohawk, and rounded up the 22 "schoolboys." Your reporter was fortunate enough to be one of them.

The group arrived in Amsterdam on Sunday evening, March 2, after a four-hour trip up the Hudson in a private railroad car. After checking in at the rooms reserved for all at the Peter Schuyler Hotel, the boys took a quick look around town. They didn't know it then, but those were just about their last free moments until it was time to reboard the train for New York.

Responding nobly to an 8:30 A.M. class call-to-order, the group met for the opening session on Monday morn-



WEAVER IN VELVET MILL shows fine points of job to Palmer Williams, Jim Rogers, guide, Roy Wigle, Howard Swidler, Ralph Wells

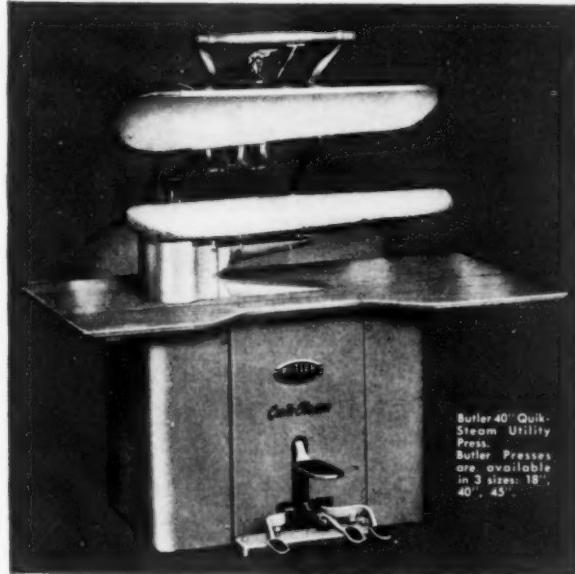


COMPLEXITY OF WILTON WEAVE holds attention of Gris Holman, Phil Beatman, John Emmons, Mohawk guide, Ralph Wells, John Suder

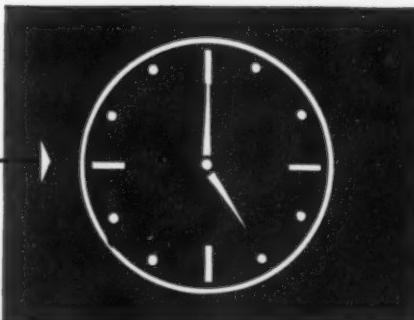
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ART OF CARVING designs in chenille carpeting displayed to Ralph Wells, Jack Martin, Gris Holman, Ralph Smith, H. M. Amirkhan, Paul Williams

ing in the McCleary Division Guest House. Here, after a short welcoming address by Sidney L. Dorn, Mohawk's director of sales training, the clinic got down to business. It began in a manner that we found later to be the pattern for learning—fundamentals first.

"The wool story" gave the class a background on the raw materials that are processed into a finished carpet. We learned that all carpet wools must be imported, and further that no one wool alone is entirely suitable as a carpet wool. Wools from many countries must be mixed together to form a blend that will have the right color, luster, length of fiber, strength and resiliency.

Included in this session on wool was the newest development in carpet raw materials—carpet rayon. A growing scarcity of good carpet wools plus skyrocketing costs of this natural animal fiber were the reasons behind a pressing search for a man-made substitute. And like many other American products, the new product proved better in many ways than the original. New carpet rayon, we learned, can no longer be regarded as just a substitute. When it is mixed with blended wools a brand-new type of yarn, with properties of its own, is formed.

The following session took up the next step in the manufacturing process, the conversion of raw materials into yarn. Using colored slides, the lecturer illustrated each of the important steps, showing and telling the group of the dusting, scouring, blending, drying, carding and spinning that wool goes through to become carpet yarn.

An expert from Mohawk's dye house then took over to tell us how the wool is colored. There are two methods, raw stock dyeing and skein dyeing. In the former the wool, after it is scoured and dried, is dyed in batch form before it is spun into yarn. This method is used when wool of the same color and quality is wanted for mass production.

Skein dyeing, on the other hand, is used if smaller quantities of one color are desired. In this process the wool is dyed after it has been spun into yarn.

Rug cleaners also learned that all dyes used for carpet yarns are subjected to six tests before they are accepted for use by the mill. Checks are made for fastness to light, washing and rubbing, for resistance to soil and staining, and for levelness and evenness of dyeing.

Armed with this preparatory information, the students left the classroom for a trip into the mill. In the dye house and spinning mill, they saw the lecture subjects in operation. This pattern was repeated again and again throughout the clinic. First we heard it and saw it in the classroom. Then we went out in the mill and

saw the actual operation while guides described the production methods once again.

A student *must* learn something under this repetitive technique. And to sum it all up, each day we were given an hour-long quiz on the day's activities.

The topic in the afternoon session was the manufacture of Axminster, the first of the four domestic weaves. With the same careful "hear and see in class, hear and see in the mill" technique, the entire manufacturing process was covered.

Stressed were the four component parts of the weave and their positions in the finished carpet. These were the pile yarn, stuffer warps, weft or filling, and fine chain binder. These components appear in all the weaves, and were taught in precisely the same manner. When the class progressed to the velvet, Wilton and chenille processes, it was simply a matter of rearranging the same four parts in order to learn the construction of each weave.

It would be impossible to go completely through each session on every weave. The construction and manufacturing process of each were covered *thoroughly and completely* in classroom lessons followed by trips through the mill to watch the actual operation. On Tuesday morning the subject was velvet manufacture, and in the afternoon the Wilton process. The rather complex chenille operation was covered on Wednesday morning.

It was fortunate for the attending rug cleaners that Mohawk was the host mill. This company is the only



CLOSE TO HOME was Mohawk's cut-order department, here under scrutiny of guide and rug cleaners Ed Beshar, Jim Rogers, Roy Wigle, Kurt Ahrens, H. Snyder, Harry Gross, Palmer Williams and Jerry Eisenberg



COLUMBIA-SOUTHERN PERCHLORETHYLENE

STABILITY IS IMPORTANT IN PERCHLORETHYLENE

Good stability assures smooth, trouble-free performance.

Prior to commercial production, Columbia-Southern conducted several years of intensive research and field work in order to insure the stability of Columbia-Southern Perchlorethylene to the dry cleaner.

Today, constant laboratory control is exercised by Columbia-Southern in its manufacture to maintain consistently high quality and stability.

Furnished in the red, white and blue drum . . . 700 lbs., 55 gallons.



**COLUMBIA-SOUTHERN
CHEMICAL CORPORATION**
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
FIFTH AVE. AT BELLEVIEFELD • PITTSBURGH 13, PA.

DISTRICT OFFICES: BOSTON • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND
• DALLAS • HOUSTON • MINNEAPOLIS • NEW ORLEANS • NEW YORK • PHILADELPHIA
• PITTSBURGH • ST. LOUIS



CLASSROOM SHOT catches entire group. Left to right, front row: Roy A. Wigle, Wigle Rug Cleaning Co., Mt. Vernon, N. Y.; P. B. Williams, J. & J. W. Williams, Inc., New York; Ralph B. Smith, New York Rug Cleaners Institute, Newark, N. J.; John J. Martin, NATIONAL CLEANER & DYER. Second row: Edward Beshar, Beshar & Co., New York; Harry Gross, Lincoln Rug Co., Newark, N. J.; Paul B. Williams, J. & J. W. Williams, Inc.; Herbert Kline, Cline's Rug & Upholstery, Brooklyn, N. Y.; Howard Swidler, Kingsway Carpet Cleaners, Brooklyn, N. Y. Third row: Joseph Nial, Careful Rug Cleaning Co., Troy, N. Y.; James J. Rogers, C. H. Brown Co., New York; Jerry Eisenberg, United Rug & Carpet Cleaning Co., Brooklyn; H. Snyder, NuMiracle Carpet Cleaning Co., Brooklyn; Allen Cone, Commonwealth Rug & Carpet Cleaners, Brooklyn. Fourth row: Griswold B. Holman, G. B. Holman & Co., Rutherford, N. J.; Ralph Wells, Wells Rug Service, Morristown, N. J.; Kurt Ahrens, Borough Rug & Carpet Cleaning Co., Jamaica, N. Y.; Philip Beatman and John Emmons, Albany Carpet Cleaning Co., Boston, Mass. Fifth row: Joseph Bobrow, Home Carpet Cleaners, Inc., Brooklyn; John Suder, C. H. Brown Co., New York; H. M. Amirkhan, Oriental Rug Cleaning Co., Dallas, Texas. Standing: Jim Phoenix, Sidney L. Dorn and John Underwood of the host Mohawk Carpet Mills, Inc. (All photographs by Ed Ruman of Mohawk's public relations department)

major mill manufacturing all four types of domestic weaves. Because of this, all the carpet constructions likely to be seen in the cleaning plant were seen in production.

The reader will see that the majority of clinic time was spent studying the actual construction and manufacturing phases of weaving a carpet. Not to be neglected, however, were the designing, styling and coloring parts of the picture.

This creative work takes place long before a wheel is turned or a shuttle is thrown in the mill. The class learned about the factors that influence a colorist, designer or stylist as he works to produce an appealing pattern. They also found that limitations are placed on design and coloring by the different weaves, and that certain effects can be achieved in one weave that cannot possibly be reproduced in another. By examination of these design and color possibilities and impossibilities, they learned how to tell one weave from another without examining the back of the carpet.

One entire afternoon was spent on the manufacture of Mohawk's Lachman products. This division of the company, located in Pennsylvania, makes a line of padding and needle loomed carpet. These products, made by an entirely different method from those discussed up to this time, rounded out a rug cleaner's complete education in floor-covering manufacture. At the end of this discussion the only type that hadn't been discussed was the oriental rug. And they might have done that had we asked!

On Thursday, the class was introduced to a subject that hit close to home. We spent the entire morning in Mohawk's school for carpet mechanics, learning the latest methods of laying carpet, seaming and repairing it. We also got a lesson in the art of matching the three different types of repeat patterns. After this demonstration, we'll bet that at least one of the 22 rug cleaners sends a man up there for the full mechanic's course of two weeks.

Mohawk's merchandising and advertising plans

were explained and illustrated during the afternoon of this last day. While perhaps of greatest interest to those in the group who sell new carpeting, this session did give the class some insight into the appeals that are used to focus the consumer's eye on rugs and carpeting. These same points can be applied to the sale of rug cleaning and, judging from the reaction of the class, probably will be.

The only deviation from the clinic as it is usually presented to salespeople was in the round-table discussion that closed the course. Here rug cleaners had a chance to iron out the rough edges on any points they had missed in the fast-moving four days. They also had a chance to get the manufacturer's opinion on some of the service problems met in the plant.

Representatives of all departments were on hand to answer rug cleaners' queries. What is more, the round table worked both ways. Carpet manufacturers had questions to ask of rug cleaners, so it turned out to be a final exchange of information, mutually benefiting all concerned.

What were the impressions of experienced rug cleaners after completing a course in carpet manufacture? What did they take away with them?

The best answers came from the men themselves. All agreed that as an educational clinic, it couldn't have been better. Every one of them commented on the way in which the subject matter was taught. Thoroughness, timing, and the fact that top Mohawk executives did the lecturing were discussed on the return trip.

The very fact that no attempt was made to dress up the clinic for men with a better-than-average background in textiles and chemistry impressed the group. Let's call it the sincerity with which carpet manufacturers met carpet cleaner that impressed.

Perhaps the best summation was given by the rug cleaner who said, "What I learned about carpets in four days at Mohawk, it would have taken me ten years to learn in the plant." Can anyone think of a better way to save time? # #

EATON'S

with
FLUORESCENT
BRIGHT-WHITE
DYE ADDED

★ **Extra Whiteness** — KWICK BLEACH contains fluorescent blue-white dyestuff. Gives goods that "whiter-than-white" look.

★ **Safety** — KWICK BLEACH can be used on all fabrics safely. Does not contribute to shrinking or felting of wool.

★ **Easy to Use** — KWICK BLEACH can be used in hard or soft water at room temperatures.

★ **Economical** — KWICK BLEACH saves both time and labor. Cuts wool bleaching time from 120 minutes to 8 minutes.

KWICK BLEACH combines fast, safe, all-fabric bleaching action with the new fluorescent type blue-white dye. Bleaches all fabrics safely in from 5 to 8 minutes. The added use of fluorescent blue-white dye gives bleached work the "whiter-than-white" appearance comparable with blued laundry work.

KWICK BLEACH is used after goods have been thoroughly washed with either neutral soap or synthetic detergent. Complete rinsing is essential but neutralizing with acid is not advisable.

KWICK BLEACH fills a long-felt need in the dry cleaning trade.

Distributors Everywhere

PRODUCTS OF ABSOLUTE INTEGRITY

EATON CHEMICAL AND DYESTUFF COMPANY

Established
in the year
1838

POSITIVE Shrinkage Control that cuts Your Claims

With the AMERICAN Automatic Temperature & Cooling Control you are assured of *positive* shrinkage control that will cut your claims and put more dollars in your profit column.

By automatically regulating temperature of air passing through the Drying Tumbler (instead of just shutting off flow of steam) the AMERICAN Automatic Temperature & Cooling Control permits completely safe drying of all types of fabrics.

In addition to automatically maintaining preset temperature, Control times entire cycle, allows for cooling period, signals operator at completion of timed cycle, and has dial-type thermometer which provides constant check on temperature.

Automatic Control of Temperature relieves operator of responsibility of regulating air dampers . . . saves time and effort . . . conserves steam, because heat is not used longer than preset drying time.



Automatic Timing of Load Cycle prevents over-runs, increases production.

Automatic Cooling of Load simplifies finishing by eliminating heat creases.

Take a big step towards reducing those costly shrinkage claims! Put an AMERICAN Automatic Temperature & Cooling Control on your present ZONE-AIR Tumbler, or order a new ZONE-AIR equipped with the incomparable Automatic Temperature & Cooling Control. WRITE TODAY for illustrated literature.

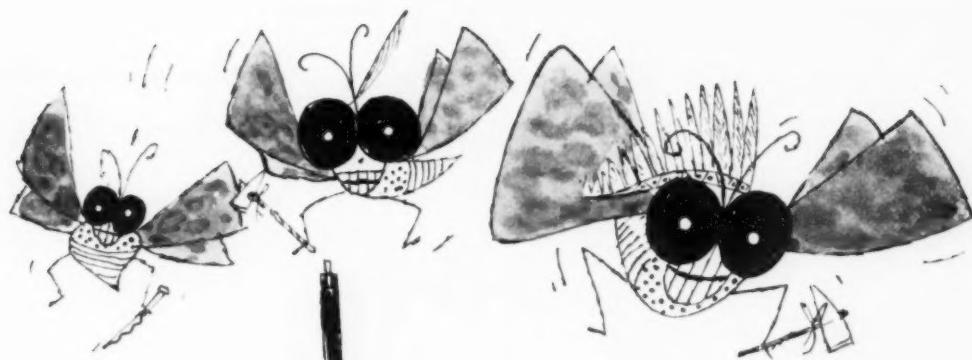
cAe
co.

DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**

CINCINNATI 12, OHIO

The AMERICAN Automatic Temperature & Cooling Control can be furnished for field application or with new ZONE-AIR Dry Cleaning Tumblers. ZONE-AIR Tumblers supplied in three 36" dia. sizes: 25, 35 or 45 lbs. dry weight capacity. Large 44x42" ZONE-AIR (120 lbs. capacity) has built-in Lint Drawer as optional. All furnished single motor drive (non-reversing) or double motor drive (reversing).



**"Don't shoot
till you see the whites of their eyes"**



Good advice, but for a really effective way of making those pesky moths bite the dust try MONITE! It's sure-fire moth protection . . . always a customer-clincher . . . and yet it costs the cleaner so little. Only 1½ cents per average 3 lb. garment . . . and it's applied in the wheel, no extra labor or equipment required.



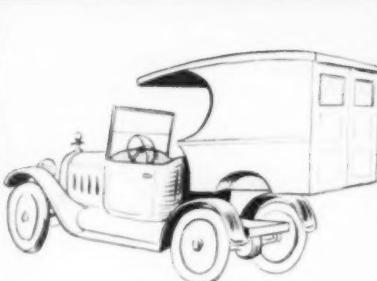
Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.

25 YEARS AGO... MAY, 1927

KANSAS CITY RETAIL PLANT OWNERS ASSOC. STANDARDIZE DRY CLNG PROCESS FOR LIGHT GOODS WHERE DRY CLNG SOAP IS USED: (DRY CLNG BY CONTINUOUS PURIFICATION)

1. FILL WASHER TO HALF CAPACITY WITH FRESH OR CLARIFIED SOLVENT... NO SOAP.
2. ENTER LOAD WITH CONTINUOUS FLOW OPERATING, AND RUN TILL SOLVENT FLOWS CLEAR.
3. STOP WASHER & PUMP, ADD DISSOLVED SOAP (ONE POUND TO 25 GALLONS SOLVENT) START WASHER AND RUN 10 MINUTES WITHOUT CONTINUOUS FLOW OPERATING.
4. START PUMP & OPERATE CONTINUOUS FLOW UNTIL SOLVENT RUNS CLEAR.
5. REPEAT OPERATIONS 3 AND 4.
6. RINSE—OPERATING CONTINUOUS FLOW.
7. EXTRACT AND HANG GARMENTS TO DRY AT MODERATE TEMPERATURE OR RUN IN COOL OPEN TUMBLER.



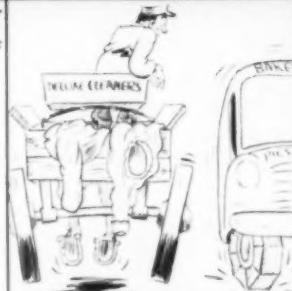
"SLIPON" BODY PANELS FOR FORDS & CHEVROLET ROADSTERS ESPECIALLY BUILT FOR CLEANERS & DYES. "HIGH-BY" BODY MEASURES 5' HIGH, 5' LONG, AND 4'9" WIDE... ALL FOR \$110, F.O.B. TEXAS....

BELLANCA AIRPLANE SETS RECORD BY STAYING ALTO 51 HRS, 11 MIN. ORIGINAL BELLANCA FATHERED & FINANCED BY OMAHA BUSINESS MEN ONE WAS AL DRESHER, PROMINENT DRY CLEANER



10 YEARS AGO.... MAY, 1942

WAR PRODUCTION BOARD BANS PRODUCTION OF ALL DRYCL & CLNG EQUIPMENT FOR CIVILIAN USE. MAINTENANCE & REPAIR PARTS WILL BE AVAILABLE ONLY THRU USE OF SPECIAL ORDER FORMS



"NO TIRES, NO AUTOS" SITUATION RESULTS IN SEVERAL CLEANERS GOING BACK TO HORSES & BUGGY DAYS. NEWARK BAKER TRIES WOODEN TIRES ON THEIR TRUCKS!

FUR RETAILERS CONTINUE LOSING FUR STORAGE TO DRY CLEANERS... WOMEN'S WEAR DAILY "URGES FURRIERS TO COMBAT THESE INTERLOPERS WHO EXCEL IN PROMOTIONAL ADVERTISING..."



"ELECTION YEAR!"

THE LOCAL WARD-HEELERS SPRING INTO ACTION WITH THEIR POSTERS... WITH ALL THE TACT AND FINESSE OF AN ANGRY BRAHMA BULL INSIDE THE PROVERBIAL CHINA-SHOP!



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

**DRY CLEANERS THROUGHOUT THE COUNTRY
REPORT FROM 500 TO 2000**

See-Safe

Plastic

STORAGE & TRAVEL BAGS

sold during the year!!

NEW CUSTOMERS

INCREASED VOLUME

EXTRA PROFITS

YOU CAN DO IT TOO!



"WE USE AT LEAST 1000 SEE-SAFE BAGS A MONTH according to season such as holidays and special days"

Dee & Hattie, Dallas, Tex.

They talk QUALITY, deliver QUALITY in SEE-SAFE Plastic Storage & Travel Bags, and get TOP PRICES that are in line with their fine work and fine packaging!

"800 bags sold in town of 3,000"—

American Cleaners & Dyers, Batesville, Ind., make a feature of returning formalts in the 72" SEE-SAFE Plastic Bag—charge for cleaning is high enough to cover cost of bag.

"Extra sales up to dozen bags at a time"

Verby Cleaners, Princeton, N. J.—sold 500 SEE-SAFE bags in 1951. When garments, as part of a promotional plan, were returned in these bags, the people found them so useful—and RE-USABLE—that they came to the store and bought them in quantities for garments and blankets stored in old-fashioned paper bags at home.

Approx.
dimensions:
24" wide
15" high
15" deep



SEE-SAFE METAL MERCHANDISE RACK at no extra cost

Insures quick, profitable sales to your cash and carry customers—fast-moving unit contains 115 bags of assorted sizes and comes to you for \$50 including this self-selling counter display. Keeps your stock neat and orderly.



Miss Hattie Hane of Dee & Hattie shown inserting dress in SEE-SAFE Plastic Bag

HERE'S WHAT YOU SHOULD DO FOR ADDED VOLUME, EXTRA PROFIT:

Promote, promote, promote—use our FREE advertising and merchandising helps and ideas: we have an almost endless variety, including miniature SEE-SAFE Bags, newspaper mats, radio continuity, counter cards, inserts, folders, sure-fire ad suggestions, etc.—all FREE! Cash in on our national advertising too!

Get in touch with your distributor TODAY—or write or wire us—learn how you can sell each family from 5 to 10 SEE-SAFE Plastic Bags. There's extra sales and extra profit in every bag!



MEHL MFG. CO.

A division of SYDNEY THOMAS CORP.

2057 READING RD.
CINCINNATI 2, OHIO

NOW

DYEING

SUITS -- DRESSES

TROUSERS -- RUGS

DRAPERIES

"If it can be dyed - Hempel's can dye it"

DIAL **3-3610**

Hempel's
CLEANERS • DYERS

380 East Main

NEWSPAPER ADVERTISING brings customers in; redyed samples sell them.

Samples Build Dye Work

Cleaner must charge enough to do good work

by WILLIAM R. PALMER

TO SELL REDYEING. James L. Mitchell has found, the best way is to have many samples in the front office. He finds a customer is hesitant about ordering redyeing because she cannot visualize what the garment will look like. Such a woman is much more receptive if she can see and feel some fabrics. It just seems to increase her confidence, even though these redyed sample fabrics are neither the same color nor texture as the garments she wants dyed.

In Lexington, Kentucky, Mr. Mitchell bought Hempel's Cleaners & Dyers from its founder. A former dye house that now finds it more expedient to send its work out to a competent wholesaler, Hempel's still pushes garment redyeing, and does a substantial volume of it.

Mr. Mitchell has samples of drapery, for instance, that have been streaked. He has had these dyed several different shades. Thus he can show how lighter colors do not cover the streakiness, but how the darker greens and blues are successful.

It isn't necessary for Mr. Mitchell to discuss dyeing with each customer himself. His store girl is well informed and experienced in the possibilities of garment redyeing. She handles 99 percent of the orders, either accepting or rejecting them. Mr. Mitchell feels it is no more difficult to train a girl to accept such work than drycleaning. It does require enough volume in

Order No. <input type="text"/>	DYE ORDERS		Promise
HEMPEL'S CLEANERS - DYERS			<input type="text"/>
Dye Work will not be accepted unless order is signed by Customer as an acknowledgment of these regulations:			
1st. We do not guarantee Buttons, Belts, and Lining, or against SHRINKAGE or exact color.			
2nd. Customer agrees to accept Dye Work when finished.			
Number of Articles <input type="text"/>	Color Wanted <input type="text"/>	Price <input type="text"/>	
Signature of Customer (as an acknowledgment of the above regulations).			
Full Name <input type="text"/>			
Street <input type="text"/>			
Town <input type="text"/>	Phone No. <input type="text"/>		
State <input type="text"/>			
<input type="checkbox"/> Called For	<input type="checkbox"/> Mark Out One	<input type="checkbox"/> Delivered	

PINK TICKET denotes dye work. A glance down Hempel's call racks shows at least 10 percent of orders carry pink tickets.

dyeing for her to get experience. Hence, if a drycleaner accepts dye work he ought to push it.

About one percent of this work needs to be held for Mr. Mitchell's appraisal. He says that Hempel's has to turn down about 25 percent of the garments offered for redyeing. Naturally, he feels that it is better to turn work down and disappoint a customer than to aggravate her with a poor job.

For dye work Hempel's has a special pink invoice in contrast to the white invoice used for drycleaning. As illustrated on this page, this invoice attempts to absolve the company from certain responsibility and it gets the customer to agree to accept the work when finished. It is Mr. Mitchell's practice to call attention to this agreement, and to ask the customer to sign the invoice.

When the garment is returned the customer is notified immediately by phone or by card. She is asked whether she will call for it or wishes it to be delivered. Mr. Mitchell feels that if a garment is allowed to wait too long the customer loses interest in it. This may possibly be because the season for which the garment was intended may be passing or even gone. Seasonability, therefore, also affects Mr. Mitchell's decision to accept or reject an order.

One reason some drycleaners find dyeing a troublesome service, in Mr. Mitchell's opinion, is that they do not charge enough to permit the extra work needed to make a presentable garment. He charges \$5 for a dress, which is the highest price in town. It enables him to carefully finish the garment linings, pockets and trim, so that the fabric does not have that "raw" look.

All it takes to make garment redyeing a good business is to be businesslike about it, Mr. Mitchell feels. Promote it properly, charge what it's worth and do a good job. # #

IDEAL FOR SSS: saves 2 transfers of fabrics...

THE *Magic Cycle* "combination wash-extract"



\$2850
F. O. B. FACTORY

The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.

- 1** U/L approved for your protection
- 2** Designed for \$1000.00 weekly volume
- 3** Uses safe, low cost 140° F. solvent
- 4** Precision-built for long life
- 5** Economical to operate
- 6** Produces highest quality cleaning
- 7** Cleans and extracts in the same cylinder
- 8** Requires small floor space
- 9** Experienced help not needed to operate
- 10** Combination washer-extractor saves time, saves solvent

For using Stoddard solvent, the Mercury Unit can be furnished with explosion-proof motors and switches.



**MERCURY
CLEANING
SYSTEMS, INC.**

549 W. WASHINGTON BLVD. • DEPT. 18 • CHICAGO 6, ILL. • TELEPHONE ANDover 3-5420



35,725 Hangers in Town of 6,900

Contest also serves to publicize changed name of drycleaning plant

by LOU BELLEW

"FEZ" RIDLEN NEEDED HANGERS, as well as publicity for the fact that he'd changed the name of his cleaning plant in Knoxville, Iowa, from Hedrick's Cleaners to Town & Country Cleaners. For both purposes he staged a contest among the local youngsters. Result: he got over 35,000 hangers at \$4 per thousand, five weeks' word-of-mouth advertising plus newspaper advertising for the same period and, in addition, a front-page writeup on his stunt.

Mr Ridlen figured a bike would be the biggest attraction for getting the kids interested in a contest, so he went to see a local merchant about the purchase of the best bicycle available. Not only did the merchant let him have a \$69 de luxe model for \$52.50; he also agreed to pay for every other newspaper ad during the five-weeks contest.

With the contest open to all youngsters under the age of 18, each hanger counted a point toward the bike, plus payment at the rate of 10 cents for each bundle of 25 hangers. Rules were that each bundle be tied in three places with string, and the hangers be in good condition.

Using a form with carbon copies that remained in the book for instant tabulation, the plant gave each contestant a receipt for his entries. These receipts

Town & Country Cleaners
(FORMERLY THE HEDRICK CLEANERS)

HANGER CONTEST

ENDS SATURDAY, SEPT. 1 AT 12 NOON
PRIZES WILL BE GIVEN IN FRONT OF THE
SHOP AT:

3 p.m. Saturday, Sept. 1

Judges to count points for prizes are:

FRANK ARTS — J. F. Penney's
RAYMOND GREEN — State Savings Bank
PAUL CREECH — Cross Road Drug
FRED ELLIOTT — Kroger's

Our thanks to the people of Knoxville and vicinity for helping the kids win these valuable prizes and at the same time do a great service by getting used hangers back into use.

Town & Country
Cleaners
(FORMERLY THE HEDRICK CLEANERS)

Left: SMILES ALL AROUND as first-prize winner gets bike to grow up to, runners-up checks. Plantowner Ridlen with successful contestants

Above: FINAL AD before prize awards were made. Note also announcement of change of name

Right: RULES OF CONTEST were announced in weekly ad in local newspaper

Showed the number of hangers turned in and the amount of money paid.

A weekly ad announcing the contest and rules was run in the local newspaper. The contest was a town topic, since hardly a door was missed as the small fry sought out the elusive hangers.

Prizes were awarded in front of the plant at noon on a Saturday, with the winner turning in a final batch of 5,000 hangers to walk, or rather, ride off with first prize. Second prize was \$10 and third place got \$5. (The bike dealer matched the second- and third-place prize money with credit on the purchase of a new bicycle. Through this credit, plus the prize money and what cash they got for their hangers, the runners-up were able to purchase bikes for themselves.)

"Fez" feels this contest was one of the finest things he ever did, quite apart from getting hangers and promotion. Three boys got bicycles who otherwise might not have had them for some years and, even better, every little tike that entered the contest made himself extra cash. Quite the opposite of a winner-take-all competition.

One of the amusing sidelights of the affair was that one anxious parent turned in 4,000 brand-new hangers on the last day in an attempt to make his little Fez and Joy the winner (he finished way out of the race even then). Mr. Ridlen happily paid for them at the going rate of \$4 a thousand, feeling at the time the parent deserved nothing better for his tactics.

The winner turned in 5,000 hangers at the last possible moment. On the last day Town & Country paid out \$85 for hangers.

Want to know how Mr. Ridlen stored 35,725 extra hangers? He borrowed four "rough-boxes" from the local mortician and they held the overflow. Stored in his home garage they add a certain air of dignity to an otherwise utilitarian structure. # #

CALLING ALL BOYS & GIRLS
Under 18 Years of Age

WIN A BIKE -- Collect Hangers

HIAWATHA
Best Bike Built



1st Prize Boy's or Girl's

DELUXE HIAWATHA BIKE

2nd Prize \$10.00 Cash

3rd Prize \$5.00 Cash

And That's Not All -- Hedrick Cleaners Will Pay You Extra Money at the same Time You Are Collecting Hangers

All You Need Is Clinton Hanger's

For Every 25 Good Couple Wire Hangers tied in

Neat Bundle

We will pay you the same price for

25 Points Given for each bundle of Hangers

Start Now. Dig out all those Clothes Hangers and

tie them in a neat bundle. Enter the Contest NOW!

We will not accept bent, broken or rusted hangers.

CONTEST OPENED MONDAY, JULY 22

ENDS SATURDAY, SEPT. 1

HEDRICK CLEANERS

1227 Robinson St.

KNOXVILLE, IOWA



"What's in it for me?"

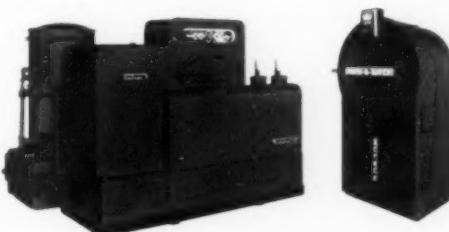
Smart drycleaners, big and little, who ask this question always come up with the same answer . . . "PLENTY, if it's Detrex Equipment." And we'd like you to find out "What's in it" because the facts will fall in favor of Detrex every time. Here's why . . .

Whether you select the Detrex Coronet or the Monarch, it will turn out more production per hour than any other comparable unit. You get a load of quality-cleaned clothes every fifteen minutes! Such production is only possible because the Detrex Process divides the loads . . . your machine is tied up only half as long per cycle.

And it's the finest cleaning quality at the lowest cost in the field. You see, the Detrex cleaning basket with its exclusive patented features cleans the best . . . the Synth-O-Saver

basket is designed to recover solvent the best. Just as important, the Detrex Process provides the highest rate of filtration and distillation . . . the secret to really fine quality cleaning.

Ask yourself the question "What's in it for me?" and then get the facts from all sides of the picture. If you do, you'll specify Detrex to get a greater slice of the dry-cleaning dollar than you've ever had before. DETREX CORPORATION, Box 501, Detroit 32, Michigan.



DETREX

The Process that Shaped the Industry



A CAPITOL SUCCESS



SHOP:	Clothes Doctor, Inc.
ADDRESS:	3108 M Street, N. W., Washington, D. C.
LOCATION:	On avenue that has been rapidly deteriorating as a shopping center (3 stores vacant on his street; at least 20 others vacant in adjoining three-block stretch.)
PROPRIETOR:	Irwin Cohen.
EQUIPMENT:	Detrex Regent & Synth-O-Saver.
WHY BOUGHT:	Wanted highest quality cleaning with fastest service. After exhaustive survey decided Detrex Process filled the bill.
TYPE OF OPERATION:	Keeps machines in sight of customers—spotlights machines 24 hours a day. Features 30-minute service.
INSTALLED:	July 11, 1951.
TURNOVER:	Since July, 1951 he experienced the following increases in sales: Aug. '51, .40% over Aug. '50 Oct. '51, .35% over Oct. '50 Sept. '51, .35% over Sept. '50 Nov. '51, .55% over Nov. '50 Dec. '51, .50% over Dec. '50
FUTURE:	On a test he found that on 11 drums of solvent he cleaned in excess of 99,000 pounds of garments. He is turning out twice as much and better quality cleaning with his Detrex unit than with old setup.
BACKGROUND:	He is going to open another store in one of the most congested areas in Washington.
QUOTATIONS:	Ran shops with other type units since 1920. "The Regent is so finely balanced and its mechanical action is so true that it develops a perfect drop—the secret of good drycleaning. Detrex cleans better, faster and more economically. This, combined with its simplicity of operation, rugged construction and consequent mechanical efficiency, make it a standout money maker for the package store."

Synthia Says:

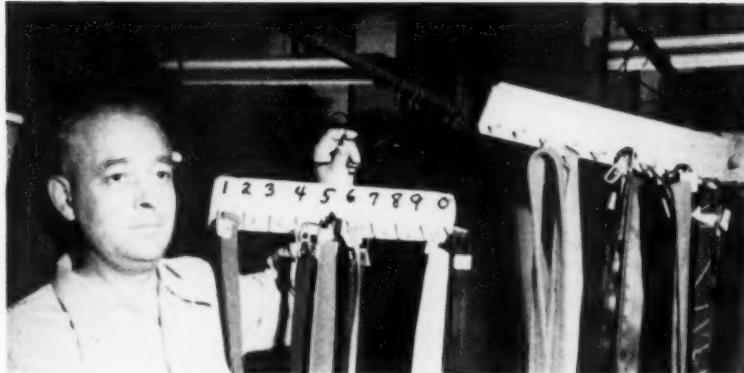


Have you considered how you can turn the old American custom of window shopping into a business-builder for your plant? With a little thought it can be done.

By installing some spot lights in your store, you can make it light up like a shiny new dime at night. The cost of the lights is not much and many drycleaners have found that the resulting new business pays for them many times over. Naturally, there should be some thought as to how many are required and where they should be placed . . . almost every store will demand a different arrangement. However, most electric power companies will be glad to send out an engineer to give you wise counselling on such matters.

Along with this, many drycleaners have found it very good business to display a freshly cleaned and pressed garment or two in the window every night. A spot can be directed on these, too, and thus advertise the quality of your work very effectively.

After all, the department stores have proven the principle of lighted window displays, and why shouldn't we in the drycleaning business follow their lead? In many locations your store may stand out more at night than it has a chance to do in the daytime. Why not look into this idea for your store.



1. BELT AND TIE ASSEMBLY device shown by Al Gerber, who uses one hanger-board per lot

Gadget-Happy Gerber

Has dozen ways to make work
easier, smoother or cheaper

by LOU BELLEW and WILLIAM R. PALMER

IT TOOK TWO OF US to sop up all the many little devices that Al Gerber of Springfield, Illinois, has in the drycleaning plant bearing his name. Some are so simple as to be passed over without a second thought, yet few other cleaners do the same things in their plants.

Such as having the driver put the invoice first in the bottom of the pickup bag, then stuff the garments in. Thus when the marker empties the bag the invoice is at the top of the heap. If the invoice hasn't come out, the bag isn't empty yet.

Or such as obtaining an auto lift from a local garage for the \$75 cost of moving it, and installing it in the new garage just built for the plant. Mr. Gerber feels he can save a dollar on each grease job and a dollar on each oil change for his two trucks and two cars. The lift should pay for itself, including his time installing it, within one year. He states the four vehicles can be serviced in 90 minutes.

Mr. Gerber keeps two empty wetcleaning soap drums by the store counter. The large fiberboard container is to hold pickup bags. Belts, ties, caps, scarves, other small pieces go into the small soap drum. Losses of small items have been virtually eliminated since this arrangement was made. He also uses these large light drums for picking up and delivering wholesale work, since they take up little space standing in a corner of the truck.

I. The belt-and-tie assembly is made from a drapery hanger. A piece of pine board is grooved on the ends and on one side. The corners are rounded and are also grooved. Then a heavy wire drapery hanger is fitted into the grooving and secured with a few light staples.

The face of the board contains 10 brass screw hooks of the straight-shanked variety that is long enough to hold several items. These hooks are numbered to cor-

respond with the last digit of the garment mark or invoice number.

Mr. Gerber has made several such hanger-boards, using one for each lot. Since the small pieces tend to come through faster than the regular work, they are stored on the proper hanger. Then when the lot comes through the hanger is brought forward and the belts, etc., added to the proper orders as they are taken from the assembly racks.

2. The spotting-aid rack was a display frame for bottles of wine. Smaller bottles fit nicely in the upper tier of



2. SPOTTING-AID RACK by Virginia Dare

BOX

2 PACKAGES

4 PACKAGES

5 PACKAGES

PACKAGES

SACK

3. LABELS REMIND store girl or else prompt customer to ask for correct number of packages

four narrow shelves. The wide shelves below hold the gallon jugs and other big items.

One of the smaller items on the rack is a **syrup dispenser for digesters**. A typical restaurant dispenser, it has a glass body and a plastic cap and handle. A small metal slide in the cap is moved by the operator's thumb to regulate the flow. The prime feature of the container is the fact that it can be set in warm water to raise the temperature of the digester solution.

3. Printed gum labels make sure the customer gets her full order each time. These go on the invoice and on each of the packages. If there are two packages and a box, both labels are stuck to the invoice. Because Gerber's hates to cramp several garments to a bag, there are frequently several packages per order. Hence the one sticker shown with a blank for writing in the number of packages if there are more than five.

4. Rubber-stamping invoices seems to get better attention to special requests. The store counter has a small battery of such stamps, as indicated by the illustration. Mr. Gerber admits it may take just as long, or longer, to pick out the right stamp and use it as it does to write down the information. But he feels that orders requiring special attention must be flagged in some way, and they might as well be flagged by stamping the information itself on the invoices.

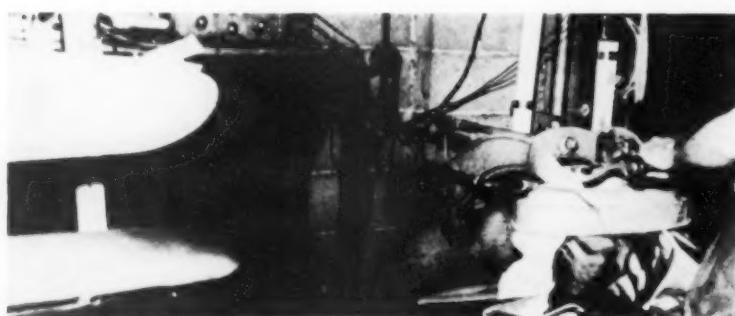
5. Six slow-speed 30-inch fans change the air in the finishing room once every minute. The hardest crew to keep happy when it comes to ventilation are the finishing room people. Subjected to heat and steam, they can't stand drafts, get colds, stiff necks, sore muscles. The best answer appears to be to pull as much of the heat and steam away from the operators as possible, and to move all the air in the plant at once instead of in narrow sneeze-provoking streams.

BUTTONS
ORNAMENTS
BELT
PRESS ONLY
STRETCH
SH. PADS
NO CUFFS

COMPLAINT
CLEAN ONLY
THUR
SPECIAL
SHRINK
DELIVERY
BUCKLE

4. RUBBER STAMPING directs attention to special instructions

Therefore, Al Gerber has most of his finishing equipment installed along one wall. Right behind the equipment are these six big slow-moving propellers. The net effect is that half the wall at the level of the presses is exhausting hot air in the summer time. You don't see any garments blown to a 45-degree angle, as some cleaners delight in doing to prove their place is ventilated. But you do see, in every corner of the room, a constant



5. TWO 30-INCH FANS from battery of six pull heat away at the source

Save 50% on paint remover

PYRATEX is 100% active ingredient.

When mixed with equal parts solvent

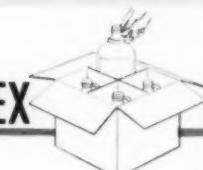
it provides a dry spotter that is superior to factory-mixed products over 50% higher in cost.

When mixed with equal parts water

it is faster, safer and far more economical than any water-soluble product designed for the removal of paint-oil-grease on the wet side.

By using this one base for preparing either a dry or wet spotter you enjoy the lowest possible cost, as well as the security that goes with America's most popular formula.



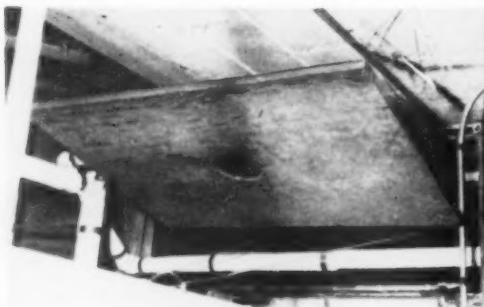
BUY PYRATEX  **by the case and save**

B.R. STREET & CO., INC.

561 WEST MONROE ST., CHICAGO 6, ILLINOIS

When you order from your jobber in the original 4-gallon case, you take full advantage of the saving made possible by our mass production and distribution in this standard package.

If you order less than a case you automatically increase your jobber's cost of handling, packaging, delivering and billing, at least a portion of which he must pass on to you. Save 35c on each gallon you buy by ordering in the standard 4-gallon case.



6. RADIO LOUDSPEAKER of 3-by-5-foot plywood fills plant with music

slight movement caused by air moving at breeze intensity.

One added advantage of these slow-speed fans is that they are practically noiseless. With all fans going it still isn't necessary to raise your voice around the plant. Since the room is so quiet the radio doesn't have to be turned up so loud.

6. The radio has been redesigned for quality rather than volume. Within limits the quality of a radio loudspeaker is controlled by the size of its sounding board. By taking the loudspeaker diaphragm out of an ordinary radio set and bolting it to a large piece of plywood, the tones can be improved surprisingly.

The sounding board illustrated here is a piece of 3-by-5-foot plywood, with a hole cut to match the 6-inch radio diaphragm so that the latter could be bolted in place. The plywood is stiffened on the long sides with strips of 2-by-1-inch board. It is suspended from a pipe so that it hangs clear without resting on anything that would muffle the vibration. The lower corners are guyed with wire to keep the board from swinging.



7. COAL CONVEYOR made from discarded gravel loader

A good radio sounding board is like a person who speaks distinctly. Neither has to be loud to be heard and understood. As a result the radio can be held down in volume, which keeps the over-all noise in the plant at a minimum. Noise, Mr. Gerber feels, contributes a great deal to cutting down people's efficiency.

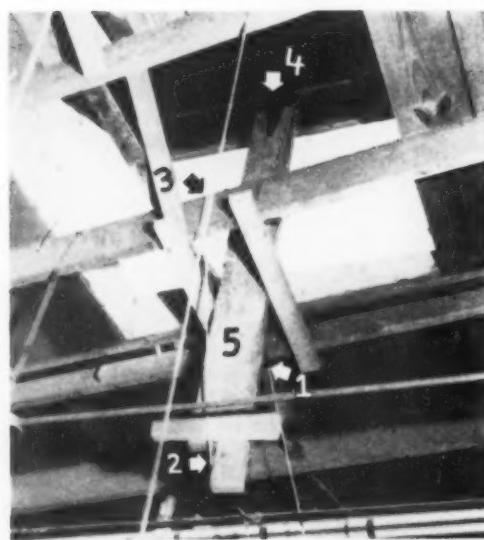
7. A very practical coal conveyor can be made from an old gravel loader. It used to cost Mr. Gerber \$2 per ton to unload coal into his two bins, which hold 15 tons each. At 5 to 8 tons a week the costs really added up in a year. With the conveyor it now costs him \$1 per ton. What's more, he gets better and quicker service because the delivery men used to hate to pitch the coal up into the windows. Now they drop the coal from the tail gate of the truck into the hopper of the conveyor.

Purchasing and reconditioning the gravel loader cost Mr. Gerber \$250 altogether, by doing his own work. He figured to save its cost in the first year easily. Meanwhile, he had traded the motor for a 3 hp. explosion-proof motor. Thus he has a spare motor to put into his drycleaning room if he ever needs to.

8. The device for opening the ventilation hatch in the ceiling is really very simple. The jackboard (5) that thrusts the hatch open is hinged to the hatch cover at (4), but otherwise hangs free. The clothesline cord coming up from below passes first through a pulley (1) attached to the rafter next to the hatch opening. The same cord then passes down again, to go through another pulley (2) at the bottom end of the jackboard. Finally the cord is tied to another rafter at (3).

Pulling down on the clothesline thrusts the jackboard upward, pushing the hatch open. It is held at the height desired by tying the bottom of the clothesline. At night the lower end of the jackboard is secured to discourage breaking in through the hatch.

Just as the title suggests, Al Gerber is more than a little "gadget-happy." But notice that his inventiveness takes a practical direction. He can describe in dollars and cents what each innovation means to his operation, or he can point to greater comfort and pleasure for his employees which will amount to additional dollars-and-cents savings in the long run. # #

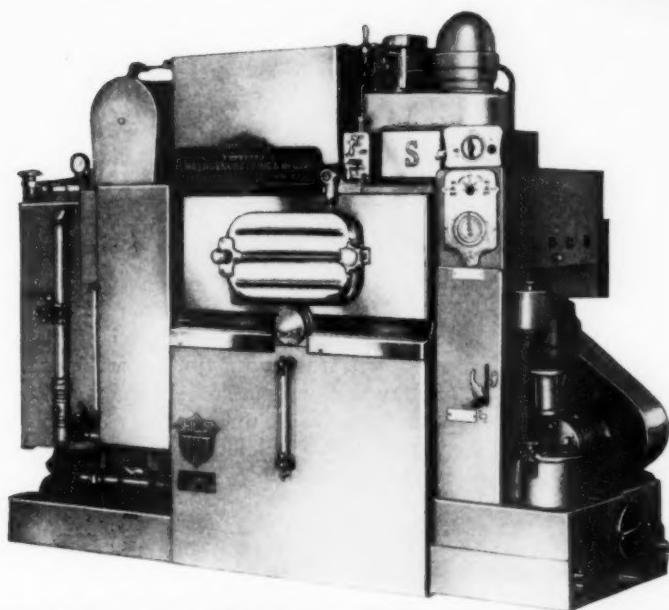


8. VENTILATION HATCH in roof is opened by Rube Goldberg arrangement of pulleys

*Recognized for
Top Production
and Greater Profits*



50 POUNDS CLEANED
AUTOMATICALLY
IN 40 MINUTES—
HANDLING
ONLY ONCE



PLUS ECONOMY OF SPACE, TIME AND LABOR

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

MANY OUTSTANDING FEATURES

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800 GPH Continuous filtration.
- ★ 40-GPH independent distillation.
- ★ Simplified, easy filter change. Much taken out dry.
- ★ 2½" dump valve.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, foolproof and automatic operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible without dismantling unit.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING.
NO INCREASE IN PRICE!



PEOPLE ARE



**Don't Shut Your Ears..
Don't Close Your Eyes..**

Face the Facts.

The Dirt you get from clothes today is the same kind of dirt you have been getting for years

so you get the same kind of impurities in your solvent. You can't ignore them or troubles occur—odor build-up, bad solvent, solvent hard to filter and distillation troubles; cleaning of whites is poor—and sometimes what appears to be less spotting and wet-cleaning may be just poorer cleaning.

DON'T BE FOOLED—Keep your ears and eyes open—Check for yourself, see for yourself, and use the new, most fool-proof method ever offered the industry by Caled Products for all things you want most:

- Really LESS wet-cleans**
- Really LESS spotting**
- Better cleaning**
- No pressure troubles**
- No still troubles**
- No troubles in mixing**



TALKING --



No worry about complicated test methods if you use the charge system with this method, you do as you should do—test for the impurities that cause odor troubles just as you've always done by the easy, simple method and you use the simple, easy treatment method of correcting any build-up with the readily available powders such as Magnesol, DC Filtral, Darco and others. They do the job easily, economically, satisfactorily.

SURE—This is an ad—telling you about Caled's New FILT-R-OUT and FILT-R-OUT CONCENTRATE, but it's facts you should and must face—treat your customers right, give them good cleaning and they will repay you with more business—treat your help right, give them a product so easy to use, to mix, and results that make their job easy, and they will whistle while they work.

Send for details—facts are ready—you'll easily prove them in your own plant—many hundreds of cleaners coast to coast have—and are daily kept happy this new way.

A Caled man is always happy to service you—but you don't have to worry about having a technical expert—we have made all the processes so simple, we have done the worrying for you—and given you what you have always needed for quality work, easily produced.

REMEMBER..

It's NEW FILT-R-OUT

--for the ready-to-use product

THERE'S A CALED
PRODUCT FOR EVERY
DRYCLEANING NEED

It's FILT-R-OUT CONCENTRATE

--for all systems, simply by diluting with your solvent

YOU CAN'T GO WRONG

**GET FILT-R-OUT
GET SET!**



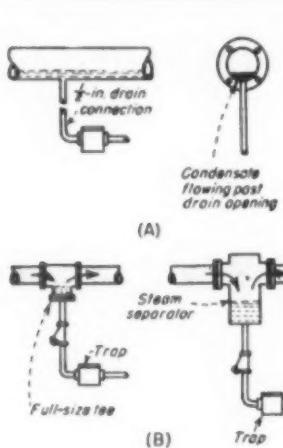


FIG. 1. SMALL CONNECTION A allows flow past inlet. Tee or separator B is better

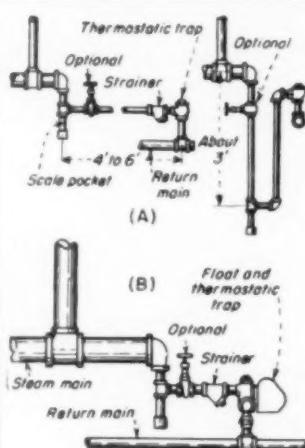


FIG. 2. THERMOSTATIC TRAP on steam main needs cooling leg (A). None at B

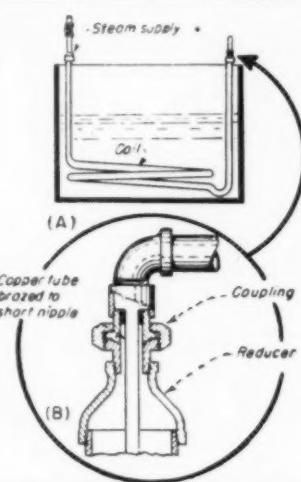


FIG. 3. KEEP HEATING COIL A drained at all times with dip pipe that's shown at B

A Good Trap System Is A Top Production Tool

Why the drycleaning plant should use steam traps—and how to install, use and maintain

by JOSEPH C. McCABE

BELIEVE IT OR NOT, there are still drycleaning plants that drain presses and other steam-using equipment by hand-operated cocks or cracked valves. What they do is open the valve or cock wide when they start up to release the heavy initial load of condensate and clear out the system passages. Then they expect the operator to close down on the valve or cock to the point where it's just open enough to pass all the water that's forming.

It's even worse when the operator realizes he gets better outputs by leaving the drain wide open all the time. If the operation is a frequent start-stop one and the unit's fairly small, the plantowner feels he's not losing anything. Yet any drycleaning plant worthy of the name has no operation so small it can't benefit from proved steam and fuel savers.

The almost universal way of discharging condensate is by means of an automatically self-adjusting valve, known as a steam trap. Its job is to give complete and automatic removal of water without loss of live steam. And don't forget that you also want to pull out any air

that's in the lines. There are traps that can perform this job as well.

Before we go into any discussion of the different traps on the market let's first explain how to use traps and *why*. You might feel you wouldn't need them at all if you had an endless supply of no-cost, softened water. Once you'd used it as steam you'd just dump to the sewer and forget.

There are two big objections to that: (1) Most cities have definite codes and ordinances against dumping live steam direct to sewers; (2) it costs you anywhere from eight to ten times as much and maybe more to heat water as it does to buy it.

Traps save you money in several ways. Not only do they let you reuse good, clean condensate and stop senseless waste of heat in the form of hot water but they also vent air from units whose output suffers from air binding.* As a rule, a trap is a low-cost item, easy to maintain and with very few troubles. If a trap will

* See glossary at end of article.

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Hammond

Speed King

OPEN-END STEAM TUMBLER

Now's the time when consistent operation, minimum maintenance, and uninterrupted service mean more to you than ever before. We only ask you to compare Hammond Open End Tumblers with any others—check the outstanding features. Watch the perfect tumbling action give thorough, uniform drying—and better yet, Hammond Open End Tumblers cost you less to buy—less to operate. Make the comparison and you'll find your tumbler will be a HAMMOND!

SINCE 1911

Hammond
LAUNDRY-CLEANING MACHINERY CO.
WACO, TEXAS

SPECIFICATIONS

- Cylinder size—36" x 30" (40-lb. capacity)
- Air tight service door fitted with tempered glass window
- Automatic lubricating system
- Completely enclosed final drive (all moving parts operate in oil bath)
- Space dimensions — 39" x 42" x 71" height
- No worm gear reducer or flex couplings
- Cylinder carried on Timken Tapered Bearings
- Shipping Weight—850 lbs.

Hammond Open End Tumblers are available in either Laundry or Drycleaning types.

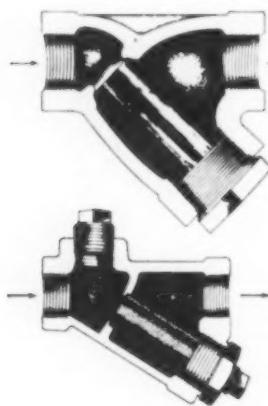


FIG. 4. TWO SCREWED-STRAINER types to protect traps from scale, solids

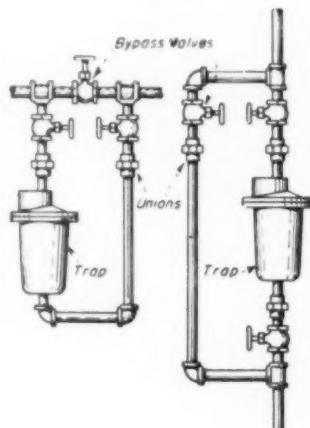


FIG. 5. MAKE TRAP REPAIR and replacement easy; use a by-pass, same connections

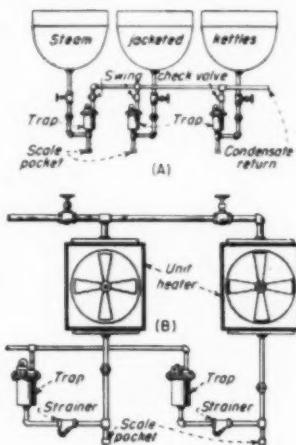


FIG. 6. INDIVIDUAL TRAPS for kettles A and heaters B give dependable drainage

do a draining job in your plant you're playing smart to take advantage of it.

So much for the why—now for the *how* to use traps in the cleaning plant.

How To Arrange Piping

No matter who makes a trap or its particular advantages, there's a right and a wrong way to pipe it. Some manufacturers recommend special piping arrangements. In general, though, you can't go wrong if you use common sense in piping. Any trap maker will be glad to help if you're in doubt. Remember, what you are after is quick removal of condensate.

Let's start with the steam supply piping (Fig. 1). As the steam moves along the line it cools down to where some condensate forms. You'll find well-engineered steam mains trapped every 50 feet or so. But if the trap inlet is the wrong size the trap will never do any work. Part A of Fig. 1 shows why. In it a $\frac{1}{2}$ -inch drain line has been tapped into a 6-inch main. The speed of the moving steam is strong enough to sweep any condensate right past this small opening. The result is the slugs of condensate bang up against any turns the supply line makes and you've a noisy case of water hammer on your hands.

What to do about it? Use a full-size tee or a steam separator (Fig. 1B) to collect condensate before it flows to the trap inlet. Water hammer disappears.

The most frequent complaint the trap maintenance man meets is the one of waterlogging. More often than not the cause is incorrect positioning of the trap. The temptation is awfully great to stick a trap in a spot at the easiest-to-get-at spot and hope it'll prove to be the right spot as well. If you can, put traps below units they drain and as close to them as possible.

There are times, as with thermostatic traps* (Fig. 2A), when you shouldn't have a trap too close to the unit drained. If you don't use a cooling leg with ther-

mostatic traps, condensate may be too hot to let traps open properly.

Combination float and thermostatic traps (Fig. 2B), however, don't need a cooling leg. For best results you run the steam main full size about 6 inches beyond the last takeoff* before connecting the trap.

Suppose you absolutely have to set your trap above the unit you're draining, as in Fig. 3. Then you can use a siphon or dip-pipe connection (Fig. 3), recommended by some trap makers. With it, the coil can't become waterlogged and you'll always get plenty of heat from it. Arrange the piping, though, so condensate flows down into the trap inlet. Or you can use what's called a lift fitting.*

Other trap makers recommend putting a good check valve (see March issue, page 74, Fig. 9) in the trap inlet when the trap stands above the unit it drains. This prevents any backflow. In fact, if there's any chance of back pressure on the trap discharge being greater than the incoming steam pressure at the trap inlet, install a check valve on the trap discharge, too.

Planning for Easy Maintenance

There's still one other highly general piping suggestion we can make. That is, the use of strainers (Fig. 4). We believe their use is well justified although there are some who feel they are not necessary at all times. But a strainer ahead of a trap keeps out solids in the condensate that could plug up operating parts of the traps. You can easily clean a strainer when the line is shut down. Or, if the line has to run all the time, you can connect a blowdown to the strainer bottom. With this it's easy to blow solids to waste.

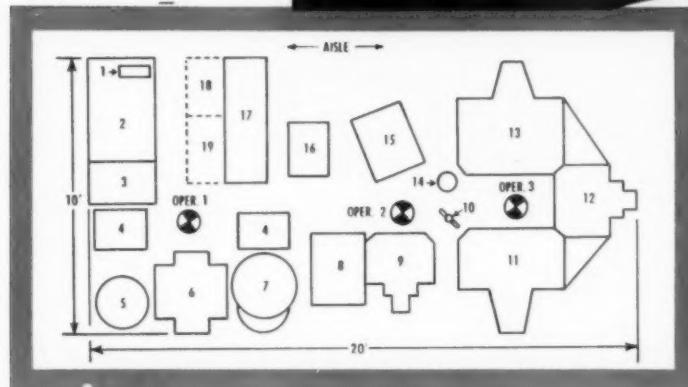
In line with making maintenance easy there are two steps you can take at installation time that you'll always be thankful for: installing a by-pass around the trap (Fig. 5), and using uniform connections as much as possible (Fig. 5). These precautions let you repair traps while a line is in operation by closing valves ahead and after the trap and opening the by-pass. The uniform

* See glossary at end of article.

Shirt Laundering makes Regular Customers

American 2-Operator MACHINE-FINISH Shirt Unit. Completely machine-irons 50 and MORE shirts per hour. Gives every shirt that "smart, professional look" men want. Irons shirt front last to preserve attractive finish on this most important part. Available with finger-tip Pressure Control for ironing both regular and sport shirts.

• The dry cleaner's biggest selling problem is *making regular customers*. A weekly call for both cleaning and shirts will stabilize your volume, assure constant profitable operation. Right now, the compact, American 3-Girl Shirt Laundry is accomplishing this for many dry cleaners. All you need to be on your way is shown below.



American 3-Girl Shirt Laundry arranged for smooth, balanced production in small space. Operator No. 1 marks in soiled shirts, washes and extracts them in CASCADE End-Loading Washer and MONEX Extractor; also wraps bundles of finished shirts. Other 2 operators beautifully iron shirts on American 2-Operator MACHINE-FINISH Shirt Unit.

Boost your dry cleaning volume, and make extra profits from shirt laundering with the compact American 3-Girl Shirt Laundry. WRITE TODAY for full details.

1. Marking Machine
2. Marking Table
3. Soiled Shirt Storage
4. Truck Tubs
5. Starch Cooker
6. 22x25" CASCADE End-Loading Washer
7. 17" MONEX Extractor
8. Damp Work Box
9. SUPER-ZARMOETTE Sleeve Press
10. Revolving Shirt Rack
11. SUPER-ZARMO Collar & Cuff Press
12. SUPER-ZARMOETTE Yoke Press
13. SUPER-ZARMO Front & Body Press
14. Electric Heated Collar Form
15. Shirt Folder
16. Finished Shirt Truck
17. Shirt Sorting Bins
18. Wrapping Table
19. Shelves

Ac
Co.

DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

connections mean you're familiar with your trap hook-ups and you don't have to stop and figure out where you are every time you want to work on them.

What steps do you take for air removal? Many traps are fitted with means to vent air from the unit they drain. But there are some jobs where an air vent can reduce the load on a separating trap. Check with your equipment manufacturer or the trap maker on any job you've got in mind. They can tell you if an auxiliary air vent is in order or not.

Each Unit Needs Own Trap

There's still one other question that comes up frequently and that's the use of a single trap to handle a

number of identical pieces of equipment discharging to a common line. It won't work. No matter how you plan it, all units won't be starting up at exactly the same time, shutting down at the same time, carrying exactly the same load at all times. Even then, there are outside factors that will affect the steam quantity that individual units are using even if they're standing side by side. And there's the rub.

Just let one unit have a heavier condensate load than its neighbors and the pressure at its drain outlet drops way down. All others are putting out a relatively light discharge so their drain outlet pressure is high. This pressure carries through to the common line. The result is that the common line pressure is so high it won't let the low pressure unit dump water into it.

This unwanted condensate has no place to go but back up into the unit, and cut its output way down. The unbalance eventually carries over to other units and the whole batch are working at a point well below their design best.

The use of single traps for each piece of equipment (Fig. 6) is the best recommendation. ■ ■

6 TIPS



new improved — filters faster, precoats better. Removes insoluble impurities, gives sparkling clear solvent for better cleaning



the "anti-static" powder that increases soil removal, stops linting, gives whiter whites and cleaner, brighter color



improved adsorbent filter powder. Removes insolubles AND solubles. Sweetens and decolorizes solvent — less distillation.

- to make your filter powder go farther ... and do the same or higher quality drycleaning

PRECOAT CAREFULLY — with clean solvent and correct amount of filter powder. Longer cycles save filter powder.

MEASURE FILTER POWDER — use exact amount on every load. Too much is waste; too little gives poor cleaning that must be re-run with increased use of powder.

KEEP FILTER POWDER DRY — moisture increases pressure too fast, requiring more frequent scrapedowns and re-precoating.

CLASSIFY LOADS and vary amount of filter powder by soil content; this makes most economical use of every pound.

AVOID OVERLOADING WASHER — it can cause poor cleaning and excessive re-running. Twice running means double powder use.

USE DICALITE FILTER POWDERS — you have choice of three types to best suit your own particular operation.

ORDER DICALITE FROM YOUR SUPPLY JOBBER

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GLOSSARY

Engineering terms used in this article

Air binding — When steam-using equipment is shut down the steam cools and becomes water (condenses). The space the steam took up will fill with air and unless it is removed it opposes the entrance and the movement of steam when next the machine is turned on. This action is called air binding.

Lift fitting — A special piping combination for moving condensate from a lower to a higher level involves a tee fitted directly into the end of the condensate discharge line. The lower shoulder of the tee is plugged and serves as a condensate well. The upper has a smaller pipe fitted into it that dips into this well. Incoming condensate flow pushes against well water, pushes or lifts condensate up and out of the fitting.

Takeoff — The different feeder pipes that tie into the steam main are usually called "risers" if they run upstairs from the main to feed smaller lines or radiators and "takeoffs" if they drop down from the main or just go directly to a single steam-user.

Thermostatic traps — Special class of traps, usually small in size but large in condensate-handling ability. The valve is open when the trap is cold so there's no fear of freeze-up when it's installed outside. The thing that makes these traps work—the thermostatic element—is a flexible material, temperature-sensitive. Water hammer could dent it, too hot a condensate swell it to closing.

**WHY DON'T YOU
EARN THESE
RUG CLEANING
PROFITS**

**\$2.50 and More Profit
Cleaning Each 9x12 Rug**

HERE'S BIG MONEY in rug cleaning . . . and YOU are in a good position to earn it. Your customers have rugs that need cleaning at least once a year. They know you for quality workmanship . . . and will readily give you their rugs to clean.

A Bright Future

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost . . . by furnishing newspaper ads, radio announcements, postcards,

circulars and many other Sales and Advertising Aids. Many cleaners have told us that rug cleaning quickly became *the most profitable part of their business*.

Easy to Get Started

All the HILD Equipment you need to get started can be bought with a down payment as low as \$350. HILD Equipment is used by leading rug cleaners all over the country. Don't delay! Mail the coupon today for complete information on this big-volume, money-making business.

**\$500
IN CASH PRIZES!**

Your old floor, rug or carpet machine may win in HILD's 25th Anniversary "Oldest Floor Machine Contest." Send for entry blank.



Mail TODAY for FREE CIRCULAR

HILD FLOOR MACHINE COMPANY,
740 W. Washington Blvd., Chicago 6, Ill.

Send free circular "RUG CLEANING . . . the Business with a Future."

Name _____

Address _____

City _____ State _____ NC-5

ASSOCIATION NOTES

New Group Organized: Cooperation and better fellowship were stated as the aims of the recently organized Kent County (Ontario, Canada) Dry Cleaners Association. Officers of the new group are Bob Bagnall, president; Norman Powers, vice president; Ward Griffin, secretary, and Walter Cox, treasurer. At its first dinner meeting, held in Chatham, the group chose J. Day, A. Hanney and V. Christian as an advertising committee.

Clinics Cover the Country: The second sectional meeting and clinic sponsored by the Illinois State Cleaners & Dyers Association was held at Gerber's Cleaners in Springfield on March 9. The 150 cleaners present were divided into two groups. In morning and afternoon sessions, each group saw a demonstration by regular plant employees of production and quality in silk finishing, while the group attended a spotting course and demonstration given by two plant spotters and managers. According to Stan Bublik, secretary of the association, the success of the clinic was indicated by the attention given to the demonstrations and the number of questions asked.

President Rudolph Maslek has announced that the next sectional meeting and clinic will be held down-state, at a place to be specified later, on May 25.

The first sectional spotting school sponsored by the Ohio State Association of Cleaners & Dyers was held March 22 and 23 in Cincinnati, with an attendance limited to 40 for the advantages of a small class. Twelve hours of lectures and demonstration on all phases of spotting were conducted by Charles B. Truxal, executive secretary of the association and former NICD instructor.

Another school was scheduled for April 26 and 27 in Dayton, and it is planned to hold clinics in Colum-



PLANT EMPLOYEES instructed at Illinois sectional clinic



KANSAS CLINIC success pleased everyone, especially officers (top)



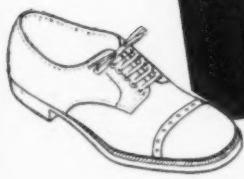
CINCINNATI CLINIC limited class to 40 students

bus, Toledo, Cleveland, Akron and Youngstown. The Ohio group is also sponsoring a statewide management conference, to be taught by NICD instructors, on June 21 and 22.

About 200 drycleaners and launderers from all sections of Kansas attended a clinic at Wichita on March 2, sponsored by the Kansas Cleaners and Launderers Association. The program included a color film on finishing; wool and silk finishing demonstrations by George Schleman and William Freidel of U. S. Hoffman Machinery Corp., with narration by Benton Perry; a demonstration of steam-air finishing by Larry Portfield of Wichita Precision Tool Co., and an open forum. The Reid Supply Company of Wichita held an open house in its office and warehouse for the students.

The large attendance and success of the program reflected the enthusiasm of the Kansas group's officers. They are William H. Reid of Wichita, president; C. J. Haas, Junction City, vice president; J. C. Zehring, Wichita, secretary, and Bert Cross, Wichita, treasurer.

About 115 drycleaners from Texas and Oklahoma



Buy the shoe...

not the shine!



That's why we say...

LOOK INSIDE before you buy your next laundry air press and avoid the troublesome gadgets that cause you 85% of your laundry air press headaches.

Only Pantex can offer you a press with — no cams — no push-buttons — no packings — no TENSION BALANCE SPRINGS — no diaphragms and no multiple air cylinders and hoses.

You keep your costs down, production up...when you prefer Pantex! Write for free bulletin today!

Pantex
REG. U.S.
PAT. OFF.

Equipment that
invites comparison

PANTEX MANUFACTURING CORPORATION

Pawtucket, Rhode Island

PANTEX MANUFACTURING CORPORATION
BOX 660-A, PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me further information about Pantex Laundry Presses.

Name.....

Company.....

Address.....

City..... Zone..... State.....

817

attended a one-day short course in Wichita Falls, Texas, one in a series sponsored by the Texas Dry Cleaners Institute, with instructors from the School of Technical Training of Oklahoma A. & M.

The course was conducted at Young's American Cleaners, with the students divided into four groups for demonstrations of wool and silk finishing, cleaning room procedures, silk spotting, and wetcleaning and bleaching.

Short talks were given by C. L. Young, president of the Institute, and by J. S. Blair of Modern Cleaners in Wichita Falls.

#

Rug Cleaning Graduates: The recently completed three-week rug cleaning course of the National Institute of Rug Cleaning and National Institute of Cleaning and Dyeing was attended by rug cleaners from five



BUG CLEANING GRADUATES, left to right, front: Mertice W. Schriver, Donald R. Todd, Everett Hatfield, Rear: Col. J. W. Rice, instructor; George B. Hutchins, Richard Thompson, Jr., Morris Zimmerman

states and the District of Columbia. Graduates are: Everett Hatfield, Hatfield Rug Cleaners, West Palm Beach, Fla.; George B. Hutchins, Rhode Island Rug Works, Providence, R. I.; Mertice W. Schriver, Miller North Broad Storage Company, Philadelphia, Pa.; Richard Thompson, Jr., Paris Dry Cleaning Company, South Bend, Ind.; Donald R. Todd, Yonan Rug Service, Washington, D. C., and Morris Zimmerman, Modern Rug Cleaning Company, New Rochelle, N. Y.

The next course will be held in November.

#

Manufacturers Use NIRC Tests: The National Institute of Rug Cleaning reports that a number of rug manufacturers are using the results of its confidential rug cleanability testing program. The tests, conducted mostly at the Silver Spring laboratories, subject the sample carpeting to all possible standard cleaning procedures. Soiled samples are also sent to various member plants for field tests in different parts of the country.

#

NCA Questions New Fabrics: The Neighborhood Cleaners Associations (New York) is sending out 25,000 copies of a letter which points out the problems encountered by drycleaners in handling many new so-called "miracle" fabrics. Copies are going to the Federal Trade Commission, all congressmen, many newspapers, retailers, resident buyers, garment manufacturers, drycleaners associations and 6,000 school home economics departments.

Among the objections presented by the letter are the making of unjustified claims for new fabric blends; substitution for serviceable fabrics of cheaper fibers or blends, cheaper dyeing processes and chemical finishes; premature marketing of inadequately tested fab-

rics; use of water-soluble sizing, and other features that present problems to the drycleaner.

The letter urges the Federal Trade Commission to make a thorough investigation and call a conference to establish trade practice rules which would require informative labeling. Labels giving the percentage of all fiber components of the fabric, the NCA suggests, should be sewed on to the garment. The label should also indicate the presence of sizing or other chemical finish, and give directions for any special processes required in drycleaning or laundering.

#

Local Meetings: The March dinner meeting of the Fall River (Massachusetts) Dry Cleaners Association featured a discussion of advertising methods and usage. President Harley F. Purdy presided at the meeting.

The March dinner meeting of the Michigan Dry-cleaners Association district comprising Branch, St. Joseph, Hillsdale, Berrien, Cass, Van Buren and Kalamazoo Counties was held at Coldwater, with President Emerson of Sturgis presiding. Michael O'Neill, managing director of the state group, attended and Max A. Olds, state director, presented a report.

Directors Clarence DeLine and Dana Antes met with cleaners of the Owosso district on March 31. The special subject of discussion was consumer education.

The March luncheon meeting of the Southeastern Indiana Dry Cleaners Association, held at Shelbyville, was attended by members from Bedford, New Albany, Columbus, Indianapolis, Anderson, Greensburg, Lafayette, Connersville, Seymour, Bloomington, Edinburgh and Batesville. Delegates heard a talk by Ken Thomas of *American Drycleaner* and visited the local Dellekamp and Plymate plants.

A dinner meeting of the South Texas Cleaners & Dyers Association was held March 4 at San Antonio with President J. A. Smith presiding. Frank Patton of the laundry association spoke briefly, and Dr. R. B. Mitchell of the School of Aviation Medicine at Randolph Air Force Base presented a lively talk on bacteriology, connecting it with drycleaning.

#

Local Group Elections: At its March meeting the Dry Cleaners Association of Buffalo and Western New York elected the following officers: Edward F. Hawk, president; John Cucinotta, vice president; Anthony J. Palermo, treasurer, and Louis G. Pacifico, sergeant-at-arms. Robert Wark continues as executive secretary.

#

Change in South Carolina: The directors of the South Carolina Association of Launderers and Cleaners have announced the resignation of President L. L. Jenkins, who has sold his interest in Charleston and moved out of the state to accept a position in Charlotte, North Carolina. He will be succeeded by the vice president, Robert Drake.

#

French Meeting Extended: A day has been added to the international convention and exhibit to be held this summer in Paris, making the dates June 28 to July 7. The meeting is sponsored by the French and international drycleaning and laundry associations. Touring drycleaners or laundrymen who may want to work this into a European trip can get information from the convention committee beginning June 23 at 9, Rue des Pyramides, Paris, or during the convention at the Parc des Expositions, Porte de Versailles.



"We've found there's a Dodge for every job!"

... says **S. L. GOLDSTEIN**, Transportation Superintendent,

Consolidated Laundries Corporation, New York City

"Consolidated Laundries Corporation has used Dodge 'Job-Rated' trucks constantly for 26 years," says Mr. Goldstein.

"Our 'Big Blue Fleet' includes Dodge trucks ranging in size from $\frac{1}{2}$ -ton panels up through $3\frac{1}{2}$ -ton tractors that haul giant trailers for commercial laundry. Our fleet serves the complete field from commercial linen service and industrial uniforms to family laundry, dry cleaning, and diaper needs.

"And our long experience with Dodge trucks bears out our belief that there's a Dodge for every job, regardless of how large or small it may be!"

Yes, Consolidated Laundries Corporation, "The Largest Launderers in the World," has literally grown up with

Dodge "Job-Rated" trucks. Its "Big Blue Fleet" of trucks that fit the job makes deliveries quickly and economically . . . and stays on the job!

Mr. Goldstein's firm knows the full benefits of Dodge maneuverability features such as short turning diameters . . . of Dodge money-saving features such as 4-ring pistons . . . of Dodge work-saving features such as extra-low loading height . . . and Dodge dependability features such as moistureproof ignition system!

You'll find that you, too, can speed deliveries at low cost, with trucks that are right for your job. Your nearby Dodge dealer will gladly tell you the full story. You'll find he's a friendly, courteous fellow—the kind you like to talk to. Furthermore, he has the practical answers to your hauling problems—whatever they may be!

DODGE "Job-Rated" TRUCKS

N.I.C.D. NEWS

Education for Home Economists: A group of 30 home economists from the Washington area were entertained at Silver Spring on March 11. These women, employed by public utilities, radio and TV stations,



newspapers, and other trade associations, represent a vital link between business and the consuming public. They were shown the problems that face the drycleaner in his day-to-day operation.

#

More Information for Textile Industry: The business paper *Rayon and Synthetic Textiles* is beginning a series of articles on drycleaning and related fabric maintenance problems. Its purpose is to give a wider understanding of the needs of the cleaning industry to producers, finishers and converters of textiles. The articles will be prepared by NICD's trade relations department.

#

Success on Shoulder Pads: The NICD reports a successful conclusion of its efforts to eliminate unserviceable bonded wool shoulder pads. The two manufacturers of these products have stated that they have made changes in the wool binder which will eliminate fabric discoloration or damage.

This result came after over a year of NICD research and trade relations, including meetings with the Women's Shoulder Pad Association.

#

81st General Course Completed: Members of the 81st Class at NICD, which ended March 28, were: Maynard C. Allen, Pompton Plains, N. J.; Anston C. Amberson, Dallas, Texas; Richard H. Barker, Croton-on-Hudson, N. Y.; Eldridge G. Bradley, Hyannis, Mass.; W. Lyles Carr, Jr., Baltimore, Md.; Donald S. Carter, Victoria, B. C., Can.; Arthur G. Coronado, St. Paul, Minn.; Raymond L. Creech, Fort Bragg, N. C.; Walter Cusyk, North Syracuse, N. Y.; J. B. Dinwiddie, Oklahoma City, Okla.; Richard H. Dison, Rochester, Minn.; Philip F. Dyer, Jr., Hillsboro, N. H.; Ralph W. Eaken, Jr., Reading, Pa.; Ernest P. Eckert, West Orange, N. J.; Charles M. Flaherty, Richmond, Va.; Douglas W. Forrester, Belleville, Ont., Can.; Troy E. Hambrick, Okmulgee, Okla.; Marshall Kadwit, Milwaukee, Wis.; Bay A. Kehres, Valley View, Pa.; Benton A. Krupp, Clay, N. Y.; Ernest A. Lothrop, Sherbrooke, Quebec, Can.; James Y. McGregor, South Gate, Cal.; G. Wallace Miller, Johnson City, Tenn.; Salvatore V. Pitruzzello, Middletown, Conn.; Charles A. Persons, Selma, Ala.; James Shadore, Jr., Hudson, Wis.; Carl J. Shulman, Newark, N. J.; Robert Smith, Bethesda, Md.; Gregory J. Stathakis,

Chester, S. C.; Robert E. Stotts, Minneapolis, Minn.; Robert O. Thomas, Fentress, Va.; Kim Yokota, Cleveland, Ohio.

The high man scholastically was W. Lyles Carr of the Elite Laundry Co., Baltimore, Md. His name has been inscribed on the 60th Class trophy, and he has been awarded the special scholarship certificate that goes to the winner in each class.

The next class will begin July 7. Anyone interested in the details of NICD's General Course may obtain full information by dropping a line to the Registrar, NICD, Silver Spring, Md.

#



GRADUATES OF 20th MANAGEMENT course, left to right, front: Frank H. Mizutani, Ontario, Can.; Harold R. Galloway, Des Moines, Iowa; Arthur C. Antonopoulos, Lowell, Mass.; Nicholas Salhaney, Grand Rapids, Mich. Rear: Charles W. Brown, NICD instructor; Anthony S. Jaworski, New York; Robert E. Cason, McCook, Neb.; R. W. Shanbaker, NICD instructor; Robert E. Cowie, director, NICD management engineering department. Next management course with available openings begins July 7

#

New Technical Bulletins: Published in March, NICD's technical bulletin No. T-277 discusses Dynel, another of the new textile fibers. The bulletin gives the properties of Dynel, how it will be used, how it can be identified and special precautions in handling it.

The other March bulletin, T-278, is "Adding Water With a Batch Run in a Charged System, Part I." It is the first of several describing the results of adding water on a batch run when drycleaning in a charged system. It discusses redeposition of soil, removal of water-soluble spots, and how these are affected by the additions of water and variations in the relative humidity.

#

Representatives at Meetings: Dr. J. C. Alexander represented NICD at the meeting of the textile section of the American Society for Testing Materials in New York City. Dr. Alexander is the head of a task group in this committee to study methods of identifying textile finishes.

George P. Fulton represented NICD at the annual meeting of the committee on soaps and detergents of the ASTM, also held in New York City.

#

More Consumer-Education Leaflets: The Consumer Relations Department, under the direction of Dr. Dorothy S. Lyle, has released two new pamphlets in the current series on "Facts about Fabrics." No. 26 discusses fluorescent dyed and printed fabrics. It emphasizes the poor colorfastness of these fabrics to

both light and alkalis and warns consumers of the difficulties they are sure to experience. No. 27 tells the story of the current petticoat and lined-dress fashion. The loss of stiffness in Crinex and the cracking of paper taffeta during standard drycleaning runs are covered.

#

Philadelphians Visit: On March 10, eleven members of the Philadelphia Retail Drycleaners Association took a day off to visit the Institute plant and research



laboratories at Silver Spring, Md. They were welcomed by N. J. Berg, NICD's managing executive, and toured the buildings and facilities with staff members Bill White and H. C. LeRoy. In the afternoon short informative talks were given to the group by Dr. Dorothy Lyle, Robert E. Cowie, George Fulton and Clay Hardin, all members of the Institute staff.

The visitors were: Louis Schafer and Harold G. Loux, Schafer's Cleaners, Norristown; Nat Cohen, Westminster Cleaners; Edward McKenzie and Herbert W. Morell, McKenzie Cleaners; Abraham Freedman, Freedman's Cleaners, Jenkintown; Ray Ubleman and George G. Lester, Forrest Laundry; F. Elwood Jennings, Jr., Suburban Laundry & Dry Cleaning; W. Harrison and Siegfried Thiemboldt, United Cleaners.

#

Beta Chapter Holds Election: At the April 4 meeting of Beta Chapter (New York metropolitan area) of the NICD Alumni Society, Sam Kaufman of Wallach Laundry was reelected president. New vice presidents are John Vieldhouse, Westwood (N. J.) Laundry; Jimmy Robbins, Sec-O-Matic Corporation; Leonard Kleinfeld, Marvel Cleaners. Martin Hirshkowitz of The Shiffman Plant was elected secretary-treasurer. He succeeds Morris Silverman of Columbia Appliance Corporation, to whom the chapter expresses thanks for his years of faithful service since its organization.

Mr. Vieldhouse continued past discussions of the charged system by explaining his reasons for using this rediscovered routine and its results. Hank Schuster of the National Cleaners Chemical Manufacturing Company then took over and held an open debate on the charged system, clearing up hazy points as well as correcting some misinformation.

Signs of the Times

(Continued from page 20)

Industry Ahead in Fur Servicing: Drycleaners, laundries and department stores are taking fur servicing business away from retail furriers, according to Harold Friedman of Reliable Machine Works, Inc., Brooklyn, N. Y. In a statement reported in *Women's Wear Daily*, Mr. Friedman attributed the shift to more aggressive selling and more progressive methods. In addition to the advantage of constant customer contact, he explained, the drycleaners and laundries are increasingly doing their own cleaning and glazing. In many cases they use door-to-door solicitors at the start of the servicing and storage season.

#

Chemistry in Oklahoma Course: The drycleaning student who has had a related course in drycleaning chemistry turns out better work and has a better understanding of the whole industry. That's the opinion of E. C. Massey, head of the drycleaning department of the School of Technical Training of Oklahoma A. and M. at Okmulgee.

All students in the regular two-year drycleaning course must take one semester of related chemistry, comprising six hours of laboratory work and four hours of lecture a week under Charles W. Morgan, head of the related chemistry department. Since high school graduation is not a prerequisite for any of the trade departments at the school, some students have never studied chemistry before. Hence the first half of the related chemistry course emphasizes fundamentals of chemistry and proper laboratory procedures. Progress, however, is on an individual basis.

In the drycleaning chemistry class students study

physical characteristics of solvents and how to test them, methods of testing bleaches, soaps and detergents, and reactions of chemical agents on fabrics. All tests are practical, for use in the Tech plant and later when the graduates are working in industry.

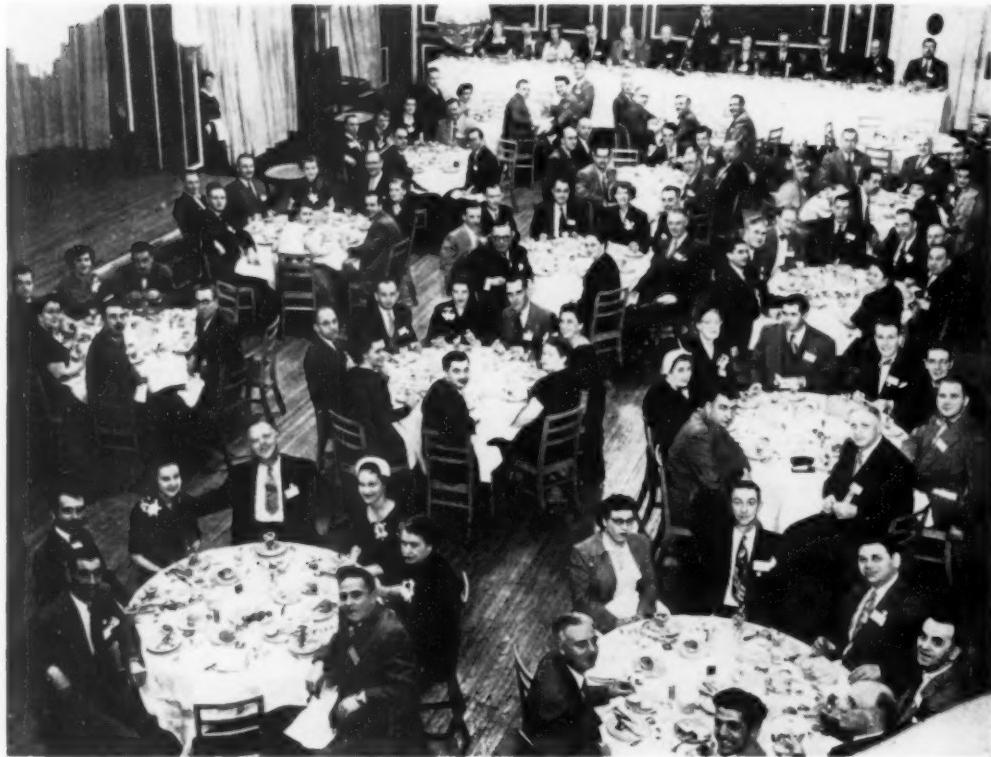
#

Sales Training in Industry: Clark's Ideal Cleaners has been assigned as a training center for two students in salesmanship classes at the Du Quoin, Illinois, high school. Under the program, seniors in the salesmanship class attend courses only two days a week and work in training centers the other three to get work experience in different jobs.

#

New Synthetic: A fiber, known temporarily as X-51 acrylic fiber, has been announced by Dr. R. C. Swain, vice president in charge of research and development of American Cyanamid Company, New York. Not yet in commercial production, the fiber is now being produced in pilot-plant quantities only and is being evaluated in such products as woven clothing fabrics, blankets, hosiery and other knit goods.

A desirable characteristic of the new fiber, according to Clare W. Bendigo of Cyanamid's New Product Development Department, is ease of dyeing. He stated the fabrics made of X-51 have a wool appearance with the strength of cotton, will hold creases even after washing, will dry quickly, will be resistant to acids and alkalis, will be mothproof and nonshrinkage. The fabrics can be easily washed or drycleaned, and can be ironed at the same temperature as nylon.



Canadians Elect Westerner

NEW OFFICERS of the Canadian Research Institute of Launderers and Cleaners, chosen during the 19th annual convention held in Windsor March 7-9, are headed by the former vice president, Marvin S. Aaron of Marvin's Ltd., Saskatoon. Mr. Aaron, who is also president of the Saskatoon Laundry and Dry Cleaners Association, succeeds Gordon B. Henning of Langley's Ltd., Toronto.

Other officers chosen for the coming year are: D. A. Wright, City Laundry, Hamilton, vice president; J. E. Hickey, White Star Laundry, Summerside, P.E.I., second vice president. J. P. Williams remains as secretary-treasurer. R. J. Rivard of Windsor was elected to the board of directors.

After a get-acquainted buffet supper, the delegates were welcomed by Percy Beneteau, president of the host association, the Essex County Cleaners & Launderers. Following President Henning's reply, a preview of the business sessions was delivered by Lou Bellew of THE NATIONAL CLEANER & DYER.

Free coffee to wake up the delegates accompanied the AIL public-relations film, "Time for Living," which opened the Saturday program. Next Bill Boyd of Sanitone Division, Emery Industries, Inc., gave his talk on aggressive selling. "What Time Is It?" "Customers Are Human" was the viewpoint of the next speaker, R. E.

Oliver, assistant director of the public relations division, Ford Motor Co. of Canada.

A discussion of cost cutting, by A. L. Christensen, manager of the AIL department of production and engineering, opened the afternoon session. Many questions followed the talk on cleaning-room operation by Charles B. Truxal, executive secretary of the Ohio State Association of Dyers and Cleaners.

A good reason for choosing Windsor as a convention site was apparent at the cocktail party given by the



LEFT TO RIGHT, seated: E. W. Finlayson, managing executive; D. A. Wright, vice president; M. S. Aaron, president; E. Mickey, second vice president; G. B. Henning, past president. Standing: E. R. Jarman, past president; G. Proulx, C. A. Bruder, W. L. Forsyth, directors; D. D. Williamson, past president; C. H. Bayley, research director

How to MAKE MORE MONEY with "Screen Broadcast" SPOT MOVIE ADS in Your Local Theatres



SHOW WHAT YOU SELL

For a fraction of what it would cost you to print and mail circulars, you can advertise in your local theatre with live-action talking motion pictures in FULL COLOR. These SPOT MOVIE ADS dramatize and demonstrate the importance of clean, freshly-pressed clothes . . . emphasize that regular cleaning makes clothes last longer. SPOT MOVIE ADS get the undivided attention of the whole audience . . . people who live in your trade area . . . your best prospects. Over 50,000 local firms, including hundreds of Cleaners and Dyers, use screen advertising . . . proof that it pays.

FEATURE YOUR NAME

The first $\frac{2}{3}$ of the running time of each film sells what you sell. The last $\frac{1}{3}$ shows YOUR name and YOUR phone number on the giant screen—accompanied by a timely selling talk that you select.

TURN LOCAL THEATRE CROWDS INTO CUSTOMERS FOR YOU

CLIP and MAIL coupon **NOW**

No obligation.

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Motion Picture
Advertising Service Co., Inc.
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2449 Charlotte St., Kansas City 8, Mo.

Please send me more information on Spot Movie Ads.

Firm _____

Address _____

City, State _____

By _____



well-known local firm of Hiram Walker & Sons. The following banquet featured a talk by Bishop C. L. Nelligan.

The Sunday-morning opener was another consumer-education film, Oklahoma's "After the Ball Was Over." Much interest was shown in the report of Colin Bayley, director of the Laundry, Drycleaning and Textile Research Laboratory of the National Research Council of Ottawa, on research and referee work for the CRI.

Apparently the Canadians can take it, since Lou

Bellew made a second appearance to summarize the highlights of the convention.

The successful meeting was arranged by a committee comprising Gordon B. Henning, chairman; D. A. Wright; E. W. Finlayson, CRI managing executive; H. A. McKelvey, manager of the CRI field service, and J. P. Williams, secretary-treasurer. Remi Rivard was chairman of the local committee, assisted by Walter Warren, Jim Liscombe, Roy Durham, Art Rivard, Percy Beneteau, Howard Osler and Sinclair Hillman. # #

Mountaineers Meet in Denver

CONTINUANCE OF JOINT MEETINGS seems assured by the success of the third annual convention of the Colorado Cleaners and Dyers Association and the Mountain States Laundry Association, held March 27-29 in Denver, Colorado. There were 151 delegates registered from Colorado, Wyoming and New Mexico.

As in the past three years, the meeting featured well-attended clinics at various Denver drycleaning and laundry plants. The Capitol Laundry was the site of a spotting demonstration by C. G. Pierce, manager of the NICD's West Coast branch, also of demonstrations of shirt finishing and launder-

ing and flatwork ironing. A strong-soap demonstration highlighted the clinic held in the Scientific Dry Cleaners plant.

The previous day was devoted to forums and speeches. Speakers included Dr. Edward J. Allen, regional director of the Wage Stabilization Board, who outlined the Board's general policies and answered questions from the floor. W. F. Perkins and Howard Long of the Office of Price Stabilization also took part in this forum, explaining how individual firms could apply for price increases.

John P. Gray of Adco, Inc., outlined a program of "Personnel Training" and pointed out that a company's employees

should be trained in public relations. E. J. Heidersbach of R. R. Street & Co. Inc., explained why he thought "The Strong Soap System Is Here To Stay."

At the opening-day luncheon, attended by nearly 100 delegates, Roy A. Gross of the U. S. Department of Labor discussed "The Labor Shortage and How To Attract New Help Into the Dry Cleaning and Laundry Industries." That afternoon President Martin B. Romeiser of the American Institute of Laundering told the delegates about its work. He also discussed "The Washington Situation."

Advertising and merchandis-

ing of drycleaning and laundry were discussed by P. C. McCutcheon of the Dow Chemical Company. The program ended with a 35-minute sound film on washroom chemistry entitled, "Leave Less to Luck."

Officers of the Colorado Cleaners and Dyers Association for the coming year are: John Stine of Pueblo, president; Charles Popiel of Denver, vice president, and Richard Lyle of Pueblo, secretary-treasurer. Directors are Guy L. Pearce and John Hollingsworth of Denver, John Brown of La Junta, George Barrett of Fort Collins, Earl Day of Montrose, E. C. Webb of Colorado Springs, and Mart Benson of Alamosa. # #

Godfrey Heads Arkansas Association

by WILLIAM R. PALMER

A MIDWEEK CONVENTION is not likely to be heavily attended, the members of the Arkansas Cleaners and Dyers

Association have decided. At least that appears to be true in a state where the vast majority of drycleaning plants

are small one-man operations. This is based on experience at the second annual meeting, held at Little Rock on Tues-

day and Wednesday, March 18 and 19, where attendance was less than 150. This in spite of a good, well-balanced program



Here's a better way to

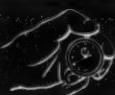
Shape Pants

Do it in a hurry!

with the

HUEBSCH ALLWAY PANTS SHAPER

When you have to shape pants—or winter or summer slacks—do it the *fast* way—the *easy* way—the *safe* way. Do it with the Huebsch Allway Pants Shaper—the modern way of scientifically restoring original shape and size to washed garments. The Huebsch Allway steams pants or slacks *inside* and *out*—while properly applied weights gently resize and reshape length, calf, thigh, seat, crotch and waistband.



**STEAMS and SHAPES
A PAIR A MINUTE!**

That's right! Dry cleaners and laundries report that they actually steam and shape more than 60 pairs of pants or slacks per hour with the Huebsch Allway Pants Shaper! And they also say that pressing time is *cut in half*—because, in addition to reshaping, the Allway also straightens out seams and pockets!



Shown above are open and closed views of the Huebsch Allway standard model. Also available with special hot air blower attachment for faster drying.

Ask your Huebsch representative for complete details—or write Huebsch Manufacturing Company



**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers Washometer • Spring-Type Filter

HUEBSCH MANUFACTURING COMPANY, 3775 N. Beloit St., Milwaukee 1, Wisc.

Division of THE AMERICAN MACHINERY COMPANY

that had been widely publicized. Those in attendance also seemed to feel they could spend only a single day, some coming for the Tuesday session and banquet, others arriving in time for the banquet and staying for the Wednesday meeting.

Speakers included NICD's Hal LeBoy on equipment layout; Procter & Gamble's Hub Needham on increasing sales;

Sam Wix of Atlanta on "positive" rather than "wishful" management; AIL's Jim Scattergood on the value of good accounting; this magazine's Bill Palmer on new trends in the industry; J. B. Heinen, Jr., of Al Tash Dye Works, on digestion techniques, and North American Accident Insurance Company's Ray Robinson on the value of group insurance

for holding employees. Featured speaker at the banquet was R. G. Shepherd of the Arkansas Power and Light Company, who described the impact of inflation on Germany and the danger of inflation here.

The officers for the new year are: E. R. Godfrey, Rogers, president; C. C. Bumpass, Little Rock, vice president; Euwell Jernigan, Little Rock, treasurer.

The directors include: Lee Williams, Helena; L. T. Rousseau, Bald Knob; Miss Billie Head, Fayetteville; Bud Smith, Fort Smith; J. E. Hanna, Little Rock; Bennie Suggs, Lonoke, and E. B. Glaze, Camden. John W. Sallis was retained as executive secretary. (John's many friends will be glad to hear he is recovering nicely from his nasty dose of arthritis.) # #

Connecticut Cleaners Convene

by JOHN J. MARTIN

THE MEMBERSHIP of the Connecticut State Association of Cleaners and Dyers, enthusiastic about their reorganized administrative setup, showed new strength at the 16th annual convention, held March 22 and 23 in Bridgeport. Working with the services of a paid executive secretary for the first time, the association recorded a 50 percent increase in membership. In addition, the turnout of over 450 cleaners, allied tradesmen and their guests set a new attendance mark.

At the opening banquet and dance on Saturday night, the only formal speech was by Norbert J. Berg, NICD's managing executive. Mr. Berg brought his audience up to date on "Washington Affairs." He declared that because of increased government spending, controls are still needed. He also made the

point that because drycleaning prices lagged behind rises in other industries, the drycleaner might have a hard time passing higher prices to the consumer if controls were lifted.

After the Sunday luncheon, the speeches were led off by William H. Stone of the U. S. Hoffman Machinery Corporation, on "Showmanship in Business." Mr. Stone said that successful selling is a matter of finding out what the customers want, and giving them more of it.

C. B. Kasson of R. R. Street & Co., Inc. gave an enthusiastic picture of what drycleaning procedures and equipment will look like five years from now. New techniques and equipment, he predicted, will be fully or semi-automatic, will use 30 percent less solvent, require less material handling, eliminate any



CONNECTICUT OFFICERS, left to right: Morris Neiger; Maurice Rottner, retiring president; Jerome Epstein; Charles Faye. Fred Daly not present

odor hazard, will give completely accurate moisture control, and will permit the cleaner to use 43 times as much soap as he is now using. Further, he promised that in five years these things will be accomplished at lower costs and will result in higher quality.

L. E. Francis of Emery Industries, Inc., wasn't concerned

primarily with getting a new customer but with "The Second Bundle," the repeat that really tells whether or not a dry-cleaner has created a new customer. He summed up his remarks with "product plus price plus quality equals profit."

"The Chemistry of Dry-cleaning," especially its ad-

(Continued on page 96)





(His business paper . . . of course)*

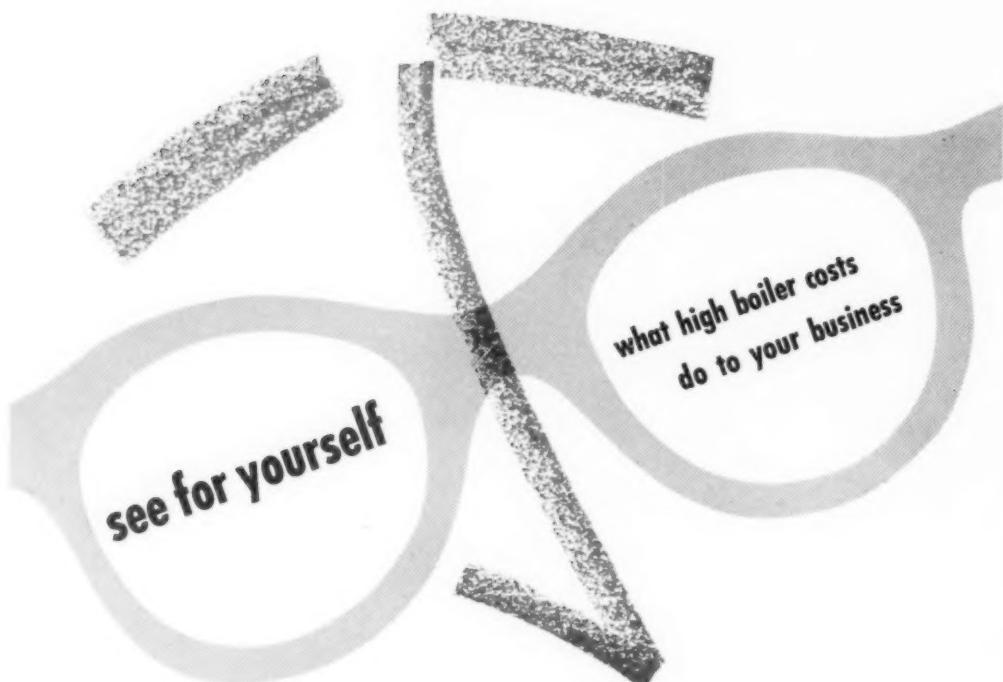
With the pushing pace of business today, your business problems won't wait. That's why so many of the **Best Informed Men in your Field** take their business papers home to read. Competition won't stand still, stiff inventories won't keep, or costs stay put. New products follow each other so fast it's impossible to keep out front without reading every issue. Look through this business paper of yours . . . right now. The editors get out and cover the field for you . . . report what's happening . . . keep you posted on new products, new methods . . . the trend of the market and the times. The editorial pages give you the latest what-to-do-and-how; the advertising pages fill

in on what-to-do-it-with. Read both. Read at home or on the job . . . but read every issue, straight through. That's what keeps *you* one of the **Best Informed Men in your Field.**

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid-circulation* paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

THE NATIONAL CLEANER & DYER

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



see for yourself

what high boiler costs
do to your business

Open your eyes to a few bookkeeping facts. If your old, outmoded

boiler doesn't deliver the steam you're paying for . . . you're bearing

the burden of unnecessarily high overhead. A change to a COLUMBIA HRT® boiler will

correct the situation immediately. Steam output tests show that

a Columbia Boiler positively delivers more DRY steam per dollar

invested and more steam per dollar spent for fuel.

Why not look into it today? Write for complete details on how a new

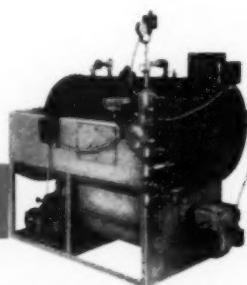
Columbia Boiler cuts overhead for you.

qualified dealers in most principal cities

COLUMBIA BOILER COMPANY

Main Office and Plant, POTTSSTOWN, PA.

Manufacturers of Columbia Oil Burners



COLUMBIA HRT® OIL-FIRED BOILER

Complete high pressure steam power plants from fractional to 15 horse power units for oil firing, suitable for any make of gun-type oil burner...adaptable to any type of feedwater system.

*Horizontal Return Tubular type



Have **YOU** tried
THE REVOLUTIONARY
**NATIONAL
CHARGE SOAP?**



**THE IDEAL SYSTEM
for
SUMMER CLEANING**

N.C.S. greatly reduces the wash jobs on slacks, shirts and other summer garments. Its freedom from soil redeposition and graying produces clear, sparkling whites. No profit-eating re-runs, no customer complaints. N.C.S. produces no fatty acids in the solvent... your cleaning is odor-free! N.C.S. gives you the edge on top grade cleaning that means repeat customers on profitable, hot-weather business.

**THE ONLY CHARGE SOAP
WITH ALL THESE BENEFITS!**

- SIMPLEST CLEANING PROCEDURE
N.C.S. offers a very simple method of maintaining a uniformly charged solvent
- INCREASES SOLVENT CONDUCTIVITY 500 TIMES
This remarkably high conductivity eliminates soil redeposition and graying
- COMPLETE NEUTRALITY
N.C.S. is stable — will not impart acidity to solvent. This is of prime importance for odorless summer cleaning
- A NEW STANDARD OF DRY-CLEANING QUALITY
N.C.S. outperforms all conventional soaps
- SIMPLEST TEST KIT ON THE MARKET
N.C.S. TEST KIT enables operator to accurately determine concentration of charge in a few seconds
- MAY BE USED WITH SWEETENER
Removal of N.C.S. by sweetener is comparatively small

Get this amazing (\$5.00 value) TEST KIT
FREE with your initial order of N.C.S.

instantly tells

- exact charge concentration of solvent
- exactly how much N.C.S. to add for full charge
- overcharged solvent condition
- Use N.C.S. with amazing DIRECT UNIT EXTRACTION time and money saving method. Ask for FREE D.U.E. folder



NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 W. LAKE STREET • CHICAGO 12, ILLINOIS

SEND US FREE National Charge Soap MANUAL
 FREE D.U.E. FOLDER

Firm Name _____

Address _____

City _____ Zone _____ State _____

Signed By _____



SUNDAY BUFFET luncheon preceded afternoon session of speeches

(Continued from page 92) vances in scientific control of moisture conditions in the charged systems, was the subject of Dr. Samuel Machlis, Stamford Chemical Company. He told of the research that had been done on methods of adding moisture, and predicted

that it will soon be possible for the drycleaner to form the exact type of basic chemical to produce a desired result.

An unusual slide film called "The Great Trade Robbery" was presented by John McParland of the Wallerstein Company to close the conven-

tion. The film presented in cartoon style each of seven problem fabrics—bleeders, color changers, chafers and breakers, non-extractables, soluble sizings, shrinkers, detailed stylings—that a drycleaner might meet in the plant, and showed how they can be handled in dry or wetcleaning. The film was both educational and amusing.

At the annual business meeting the following new officers were elected: Jerome Epstein, president; Charles Fave, first vice president; Fred Daly, second vice president; Morris Neuger, secretary-treasurer. $\sharp\sharp$

Joint Meeting in San Antonio

BOOSTING SALES and lowering costs were the recurrent themes March 27-28 when 270 drycleaners and laundrymen registered at San Antonio for the annual joint convention of the Texas Laundry and Dry Cleaning Association and the Oklahoma Laundry Owners Association.

A Procter & Gamble sound picture, "More Bundles for Ben," launched the program with techniques of selling laundry and drycleaning. G. W. Boyd, sales manager of the Sanifone Division of Emery Industries, Inc., continued this theme in the Thursday-morning session with a talk on "Pattern for Profit" and extended it still further in the afternoon conferences on "Sales Ideas for Drycleaning."

Costs came up for their share of consideration when Sam Wester and Kenneth Duncan of the Wage Stabilization Board, Dallas, spoke on al-

lowable wage increases. Later in the afternoon Lee Ogletree, Ft. Worth efficiency engineer, and A. B. Spain, Jr., Curran's Laundry, Ft. Worth, discussed the use of multiple-form tickets for economy.

In Friday sessions William E. Mercer, manager of the sales and advertising department of the American Institute of Laundering, discussed methods by which any laundry could increase sales during April, and followed it up that afternoon with other sales ideas.

Variations from the sales-costs themes were provided by N. J. Berg, managing executive of the National Institute of Cleaning and Dyeing, who gave a rundown on problems and advances of the industry; Albert Shepherd of Shepherd's Laundries, Beaumont, with a report of the legislative committee; a color-slide feature on prominent industry members; discussion by three OPS of-



NEW TEXAS OFFICERS, left to right: Dave Wallace, Jack Henckels, A. C. Skinner and Floyd Thorn, Jr.

ficials, and a conference, "Washateria Service and Plant Sales Outlet Combined," by A. C. Skinner, Jr., Oriental Laundry and Dry Cleaning, Corpus Christi, and Charles A. Burton, Burton's, Austin.

The two luncheon addresses featured newspapermen, columnists Morris Frank of the *Houston Chronicle* and Cal Timney,

For entertainment there were tours to San Jose Mission and The Alamo, a Mexican

dinner and dance at La Villita, a restored Spanish village in the heart of San Antonio, and a dinner-dance at the Plaza Hotel ballroom to end the meeting.

Newly elected officers of the Texas group are Jack Henckels, Ft. Worth, president; A. C. Skinner, Corpus Christi, vice president; Floyd Thorn, Jr., Houston, vice president; Dave Wallace, Dallas, secretary-treasurer. $\sharp\sharp$



which drying cabinet is best for your plant?

Your drying cabinet selection will depend on the job to be done.

But regardless of type, you should select a HOPKINS. Drying cabinets made by HOPKINS combine more features and more exclusive features, for the money than any other kind.

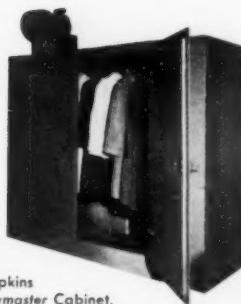
Cabinets for every use, in any plant, in any size are included in the HOPKINS line. More HOPKINS drying cabinets have been sold than all other makes combined.

See your nearest equipment jobber or send the coupon for more complete information on the cabinets in which you are interested.

Hopkins
EQUIPMENT CO.
Hatfield, Pa.

HOPKINS EQUIPMENT CO.
Hatfield, Pa.

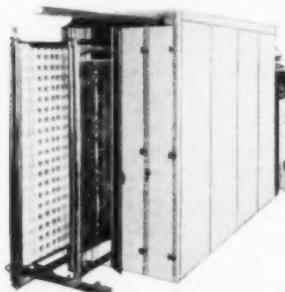
Please send me information and prices on the Hopkins line of drying cabinets.



Hopkins
Drymaster Cabinet.
Exclusive "up-draft"
Heatmaster unit, and double steel wall
with triple "aircel" insulation between.
Also available with sliding doors.



Hopkins
Red Line Cabinet.
Quality features at a low price.
Non-insulated. Famous Hopkins heating unit.



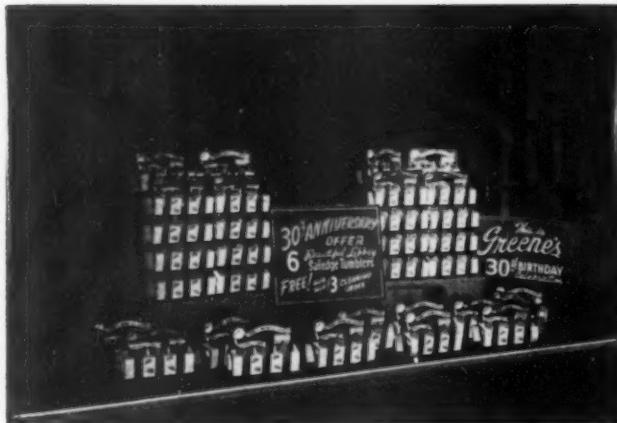
Hopkins Drymaster Cabinet, combined with
Squareway Curtain and Blanket Stretchers.

NAME.....

COMPANY.....

ADDRESS.....

YOUR JOBBER.....



MASS WINDOW DISPLAY advertised 30th-anniversary premium offer of Greene's Cleaners in Ann Arbor. Green color of glasses match up with company name.



CLEANING-FIRM PRESIDENT Arthur E. Greene expresses satisfaction with volume result of promotion.

Premiums Offset Summer Slump

Michigan cleaner builds business in slow season by well-advertised offer

A TWENTY PERCENT BOOST IN SALES during the summer months was the result of a premium offer made last summer by Greene's Cleaners of Ann Arbor, Michigan. According to Arthur E. Greene, president of the 30-year-old firm, since the student trade in his college town is only 10 percent of his volume, business shows the normal drop in July and August.

When he thought of trying premiums for slow-season promotion, Mr. Greene's first problem was to select an article that would have real appeal to the housewife yet not be prohibitive in cost. He finally decided on glassware, which needs breakage replacement in every household and which can be relatively inexpensive.

A chance meeting with a visiting Michigan alumnus, who was in sales promotion work with the Libbey Glass Company of Toledo, prompted Mr. Greene to ask him for samples and prices. From the samples he selected a set of six 9½-ounce "Safedge" tumblers packed in a carry-home carton, at a cost of about 25½ cents per set. These sets had the advantage of being nationally advertised in *Life* and the added tie-in virtue for Greene's of being green in color.

Mr. Greene decided to make the offer effective for a period of 10 weeks from July 4 to September 14, and to give the set with every order totaling \$3 or more. The offer was limited to two sets to a customer but in actual practice this policy was not adhered to too strictly.

Next came the important job of planning the advertising and special sales effort. It has been found that the success of a premium offer is in direct proportion to the amount of advertising and publicity backing it.

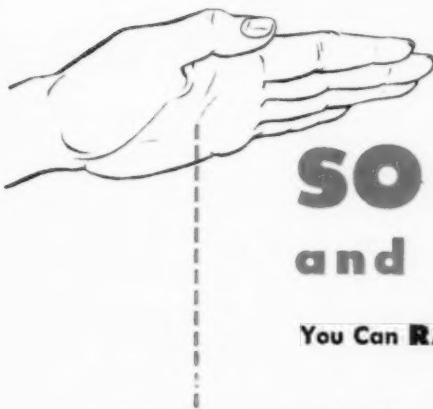
Greene's is a sizable advertiser in Ann Arbor and

surrounding communities, using large advertising space regularly in the local newspaper and a daily radio program. Both media were used to announce and follow up the special offer. In addition, mass displays of the tumbler sets were placed in Greene's windows in both Ann Arbor and the firm's Ypsilanti branch, with smaller displays near the cash register.

A special concerted sales effort consisted of a crew of women who made a house-to-house canvass of the better neighborhoods. Besides acquainting the housewives with the premium offer, these canvassers picked up considerable business on the spot, thus opening up new accounts for Greene's.

Delivery of the tumbler sets was either over the counter in the retail stores or by the drivers of the 11 Greene trucks. This helped build personal relationship between driver and customer because in every case the housewife was happy to have the free glasses. In one instance, the housewife commented she was sorry the glasses were green as they would not go with her kitchen color. The fast-thinking driver agreed to bring her a set of gold-banded crystal glasses he had noticed in Mr. Greene's office among the samples originally submitted.

The results of this special premium promotion were considered very good by Mr. Greene. Dollar sales volume for July and August was not only well ahead of the previous year, but ranked with the average of the other ten months of the year. Greene's entered an original and four repeat orders for the glasses, totalling 3,528 sets. The \$900 that was paid out for the premiums was charged to advertising. Always a firm believer in good advertising, Mr. Greene is now sold on premium promotion. □



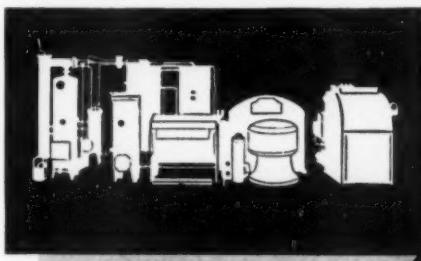
so big and just no bigger?

You Can **RAISE CAPACITY**

to Match **EXPANDING VOLUME**



Your **HOFFMAN** Representative
is ready now to give you
the Facts for Your Present Location



Before your present system "just can't take anymore,"
look into the profit possibilities of a Hoffman 140-F unit.
Flexible—can be added to, as volume grows...no need to invest in
a complete new system. Permits petroleum safety solvent
operation in commercial establishments...lower solvent cost. Handles
all types of loads. Talk it over with your Hoffman representative—
find out whether you're ready now to step up to 140-F.

HOFFMAN 140-F UNITS GIVE SAFETY SOLVENT CLEANING
FOR LOWEST COST PER POUND. MODELS FOR LOADS FROM 35 POUNDS
TO 200 POUNDS, FOR USE IN ANY COMMERCIAL BUILDING.

TOPS IN VALUE

... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

LEGAL DECISIONS

by A. L. H. STREET

Taxing Out-of-State Trucks

Does a state have a right to impose a license tax on each truck used by an out-of-state cleaning establishment in soliciting and returning work done at the establishment, even though firms within the state are taxed at a considerably lower rate?

Yes, according to a decision rendered by the Mississippi Supreme Court in the case of Stone v. Memphis Steam Laundry Cleaner, 53 So. 2d, 89.

The Memphis laundry company operated ten trucks in eight nearby Mississippi counties. It sued for a refund of \$500 paid to the Mississippi Tax Commission under protest that the state had no right to interfere with interstate commerce by imposing a \$50 tax on nonresident vehicles when Mississippi concerns paid only \$8.

In deciding that the Memphis company was not entitled to a refund, the Mississippi court said:

"The legislature, in making this classification which is reasonable, no doubt took into consideration the fact that local laundries were required to pay ad valorem, privilege and many other taxes. The tax involved here is not a tax on interstate commerce, but a tax on a person soliciting business for a laundry not situated in this state, a local activity which applies to residents and nonresidents alike."

FROM SWEATERS
TO SOCKS

You clean them faster, more profitably with the aid of I-R equipment!

Years of research went into this Ingersoll-Rand line of pumps and compressors for laundry and dry cleaning applications. Consider these exclusive advantages:

I-R Motorpumps:
New open impeller design and other new improvements enable these smaller motorpumps to do the work of larger, rotary type pumps. Result, longer life, lower power consumption.

I-R Compressors:
Features like the finned intercooler with increased cooling surface that cools the air and helps keep valves free of carbon and save power, make these compressors first in laundries. Write for full engineering data.

Know your I-R Laundry Equipment Supplier — put his experience backed by I-R engineering know-how to work for you.

Ingersoll-Rand
11 Broadway, New York 4, New York

FROM PUMPS
TO COMPRESSORS...

I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS

Valuing Lost Items

The owner of a coat lost in storage filed proof of loss with her insurance company, valuing the garment at \$765. Did this necessarily prevent her from collecting any sum in excess of the \$765 from the defendant storage company?

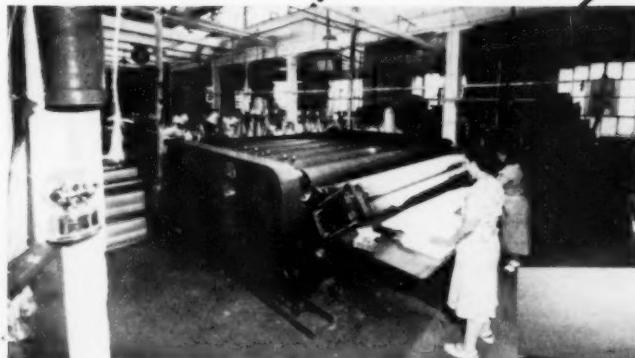
No, according to the decision rendered by the Delaware Superior Court in the case of Steenburg v. Harry Braunstein, Inc., 77 Atl. 2d 206. The court said that a judge or jury could consider the fact that the coat had been valued in the proof of loss as evidence tending to show an admission that \$765 was all it was worth. But the owner still had the opportunity to overcome that seeming admission, if she could, by proving to the satisfaction of the judge or jury that the garment was undervalued.

Meaning of Contracts

Can a party to a contract cancel it merely because he and the other party cannot agree on what it means?

No. (Aitchison v. Anderson, 183 Fed. 2d 922, decided by the U. S. Court of Appeals, Ninth Circuit.) Hence the need for great care in drawing agreements to guard as far as possible against disputes that may lead to expensive litigation.

TAKE YOUR PICK



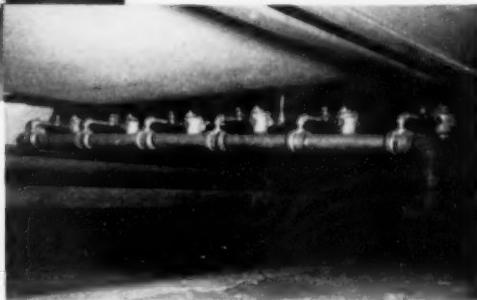
OUTPUT
UPPED
77%

¹
MACHINE
DOES WORK
OF 2

25%
LESS LABOR
NEEDED



Showing the 6-roll flat-work ironer at National Cleaners and Dyers, Milwaukee, Wis. Inset shows Armstrong trapping which produced the above results.



NATIONAL CLEANERS & DYERS, Milwaukee, Wis., Got Them All With Armstrong Unit Trapping

BEFORE ARMSTRONG: one 6-roll ironer operating at 36-38 ft. per min. turning out 185 lbs. each hour. A large 2-cylinder ironer supplemented this. 12 girls were required for both machines. A single trap (not Armstrong) drained the 6-roll.

NOW: the 6-roll operates at 55 ft. per min. turning out 327 lbs. each hour on the average. The 2-cylinder is held in reserve. 9 girls instead of 12 are all that's needed.

HOW: two Armstrong No. 812 traps drain the first two rolls and four Armstrong No. 811's drain each of the remainder, pure and simple Armstrong Unit Trapping.

Here, then, is probably the simplest and most effective way to secure *all* the capacity that was built into your machines. If production and savings like this interest you be sure to contact your nearby Armstrong Representative.

ARMSTRONG MACHINE WORKS

850 Maple Street • Three Rivers, Mich.

IMPORTANT!

BULLETIN No. 1931 FREE

Armstrong Bulletin 1931 explains fully why Armstrong Steam Traps accomplish results. It's a fact and figures booklet, complete with trap sizes and recommendations.



Send
For It
Today

ARMSTRONG STEAM TRAPS

Like Chicago and the
National Fly Casting Tournament

STOD-SOL

and STOD-SOL Test Bundle Service

GO TOGETHER

Casting about for a means to increased profits? In your plant, as with progressive drycleaners throughout the country, the best answer is better quality workmanship and smoother, more efficient back-shop operations. And these goals can be achieved through STOD-SOL and STOD-SOL "Test Bundle" Service. Plan now to standardize on this proven combination. Ask your nearest STOD-SOL distributor for details.



PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

**Save Time—Lower Finishing Costs
WITH SOLVINK, THE FAST-ACTING INK REMOVER**



You can save time and lower finishing costs in your plant with Solvink, because Solvink is guaranteed to remove stains faster or your money back.

Here's How to Use Solvink

Soak spot 1 to 5 minutes in solution one. Rinse in water and repeat using solution two. Rinse in water.

There's nothing to dissolve—no waiting. Use Solvink for ink, rust, paint and blood stains. It's safe for white or colored fabrics.

Order this fast acting liquid spotter from your jobber today, or write Dept. N-3 for free sample.

1/2 pint—2 solutions \$2.25. Available in pints, quarts and gallons for economy.

TRY SOLVINK COMPANION PRODUCTS

TANSOL—for Tannin Stains

GREENZYME—Digestant

IODAZE—for Iodine Stains

SIZ-IN—Hat Size

GREENVILLE CHEMICAL COMPANY

Cor. E. Stone Ave. & Bennett St.

Greenville, S. C.

plastic, utilizes Mortrame, a comparatively new insecticide that is said to be safe, colorless and odorless. Mortrame comes in small bags of crystals that are vaporized by electric current. The crystals are poured into the Vaporizer, as demonstrated in the photograph by Harry J. Becker, president of the Exterminator Corporation.

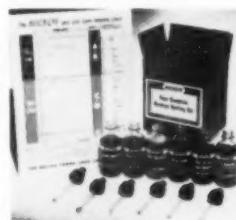
The Mortron Vaporizer can be easily installed with two nails or screws anywhere near an electrical outlet and away from drafts or open windows. One unit will completely cover about 10,000 to 15,000 cubic feet of space. The unit can be used continually on a 24-hour basis without danger of overheating or failure, the manufacturer states.

It is claimed that Mortrame, which was discovered in Europe in 1935 and brought to this country in 1949, is four times as powerful as DDT, yet its chronic toxicity is only one-fourth that of DDT.

The new Mortron Vaporizer is approved by Underwriters Laboratories. The manufacturer reports that in a test by a large testing laboratory, within 54 hours house flies were completely exterminated over an area the equivalent of 15,000

cubic feet, and within 70 minutes every roach in that area was dead.

Buckeye Kit Offered



A complete new "Buckeye" spotting kit and chart is now available free to drycleaners, according to John R. Young, sales manager, The Davies-Young Soap Company, Dayton, Ohio. The kit contains six 2-ounce bottles, each with its own dropper, of all necessary solutions to do a complete spotting job. The six solutions are Buckeye Steam Spotter, Neutralene, a deodorizing agent; Wet Spotter, Klor-Lene, a spotting solution with chloroform action; Paint, Oil & Grease Remover, and Pre-Spotter for silks, Celanese and rayon.

Each kit includes a complete chart which details the necessary steps for removing 65 different types of stains and spots. The stains are divided into two major divisions: dry side and wet side. Three steps are shown for removal of each stain. In each step, the proper solution or combination of solutions is indicated.

The droppers in each bottle will measure the exact amounts needed for each job. The entire kit comes in a compact cardboard box. The chart is printed in red, white and black for the easiest possible reading. Its size, 8½ by 11 inches, makes it easy to post it in the spotting area of a plant.

New Spray Deodorant

A new product, Cabinet-San Aerosol Deodorant, designed to free cleaned fabrics of odors, has been introduced by Huntington Laboratories, Inc. The announcement states that solvent odors and those of perspiration, smoke, vomit, etc., can be dispelled by spraying cleaned garments in the finishing room with Cabinet-San.

The product comes in a throw-away, bomb-type container with a push-button spray

device built in. There is no mixing of fluids. According to the manufacturer, anyone can



use Cabinet-San with good results, and it will not spot fabrics when used as directed. Cabinet-San is also available in bulk form and refillable plastic spray bottles are furnished if desired.

For a sample and information, write direct to Huntington Laboratories, Inc., Huntington, Ind.

Golden-Anderson Bulletin

A new 8-page bulletin describes the features of Golden-Anderson's Cushioned automatic

water and steam valves. Featured in the catalog are float, altitude, check, solenoid-operated, reducing, relief and non-return valves. This new bulletin (G-3) may be obtained by writing to Golden-Anderson Valve Specialty Company, 2131 Keenan Building, Pittsburgh 22, Pa.

New Clayton Booklet

A new, fully illustrated booklet on the automatic, self-contained Clayton Steam Generator has just been released by the Clayton Manufacturing Company, El Monte, Cal. Details are given on specific industrial applications of the equipment, and the use of single and multiple installations is described. The new efficiency in steam generation made possible by the application of the forced recirculation principle is demonstrated graphically by means of charts and cutaway drawings.

Operational data, showing the application of the Clayton Steam Generator to many industrial processes, is also given. Data is supplied on the models and sizes of the Clayton Steam Generator now available.

The Clayton Steam Gen-

erator booklet will be mailed free on request to the manufacturer.

Direct Unit Extraction

A set of easy-conversion blueprints, designed to make direct unit extraction available to every drycleaning plant, has been prepared by engineers of National Cleaners Chemical Mfg. Co.



Direct unit extraction, developed by the company's technical staff, is a method by which extracted solvent is automatically pumped back into a washer, rather than into an underground

extractor tank. This method gives the plant operator selective unit cleaning control over each washer-filter combination, avoiding contamination of solvent from one unit to another. Because no underground extractor tank is needed, that space can be used for extra storage of new or distilled solvent.

Although the basic principles of direct unit extraction have been known in the industry, National's technical staff developed several refinements and improvements while doing extensive research on their new product, National Charge Soap. These have been embodied in the blueprint, an 11-by-17-inch sheet that illustrates several suggestions for converting typical plant installations to direct unit extraction. Such conversion, say National's engineers, can be made easily and inexpensively by practically any maintenance engineer or handyman.

A copy of these blueprints, as well as complete details about the National Charge Soap method, may be obtained by writing the Advertising Manager, National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.

Pellerin Appoints Smith



FRANK R. SMITH

The appointment has been announced of Frank Roder Smith as assistant to the president of Pellerin Milnor Corporation of New Orleans, La. Mr. Smith is a native of New Orleans with an important background in similar industries. He is a graduate of the University of Mississippi and is a member of the Society of American Engineers.

Mr. Smith was formerly assistant to the president at Higgins, Inc., nationally known

3

RELIABLE

WAYS to EARN BIGGER FUR-CLEANING PROFITS



(2) LUSTERETTE

The Only Truly Portable Fur Ironing and Glazing Machine

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.) \$197.50

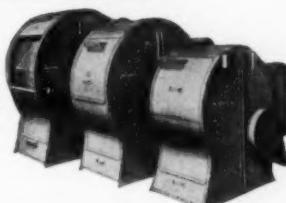


(1) LUSTRE-MATIC

Revolutionary Machine for Glazing and Electrifying of Fur Garments

- Amazing low cost operation.
- Economical. Will pay for itself in less than one season.

LUSTRE-MATIC, Model EL-20, Patent No. 2,477,448. (Wt. 1000 lbs.) \$2100.00



(3) RELIABLE DeLUXE TRIO WOOD-LINED FUR CLEANING DRUMS

- Three sizes to meet every requirement.

Model No. Coat Cap. Price
DeLuxe #1 12 per hr. \$795
DeLuxe #2 8 per hr. 665
DeLuxe #3 4 per hr. 495

All prices are FOB, Brooklyn, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N. Y.

- Please have your representative call to see us
on _____ at _____
 We are not in the market right now, but we would like to have additional information for future reference.
 Send us descriptive literature on your fur cleaning equipment.

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

231 EAGLE ST.

BROOKLYN 22, N. Y.

For May, 1952

When writing to advertisers please mention The NATIONAL CLEANER & DYER

105

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

WATER REPELLENTS AND SIZINGS

	GALLON	CASE (4 GALS.)
Cold Water Type Water Repellent (concentrated 50-1)	\$6.50	\$24.00
Petroleum Type Water Repellent Ratio 10-1	3.75	14.00
Perchlorethylene Type Water Repellent Ratio 10-1	4.95	19.00
Perchlorethylene Type Dry Size Ratio 35-1	4.95	19.00
Petroleum Type Dry Size Ratio 35-1	3.75	14.00
Shipped Prepaid Add 10% West of Miss. Sold on money back guarantee	TERMS— Check with Order Special Drum prices on request	Write for Complete Index

CLEANERS SALES AND EQUIPMENT CORP.

201 WASHINGTON STREET

NEW YORK 7, N. Y.

shipbuilders, functioning in all administrative matters from plant erection to operation, from personnel management to financing. He also handled Army and Navy contracts and all local, national and international contracts. He will serve in similar capacities as assistant to the president of the Pellerin Milnor Corporation.

Troy Ships Overseas

Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill., has received an order from the Chicago Quartermaster Depot of the U. S. Army for ten 42-by-84-inch Troy Electromatic Washers to be specially packed for shipment overseas.

Troy also has an order from the Chilean Military Mission, Washington, D. C., for a complete laundry to be shipped to a military camp in Chile.

Mercury Appointed

Mercury Cleaning Systems, Inc., Chicago, Ill., has been appointed U. S. distributors for vacuum stills up to 500 G.P.H. manufactured by Hills and Morrow. All Hilnor Stills will carry the special safety features of

the Mercury 50 G.P.H. still very fast and efficient, and which is U.L. listed for use quite minimum floor space, with the Mercury 140 F. dry cleaning unit. They are available for both 140° F. and Stoddard solvent

It is claimed these stills are use.

Resillo Honors Stone After Ten Years



At a sales dinner held recently in New York City, high tribute was paid to Joseph Silo sales director, as an ex-Stone, Eastern Division sales manager of the Resillo Company, Chicago, Ill., on the occasion of his tenth anniversary with the industry for many years. He has devoted the past ten years to close cooperation with Resillo jobbers in the East.

Mr. Stone has been identified with the industry for many years. He has devoted the past ten years to close cooperation with Resillo jobbers in the East.

Mr. Stone has been identified with the industry for many years. He has devoted the past ten years to close cooperation with Resillo jobbers in the East.

Hollingsworth & Vose Forms Subsidiary

Hollingsworth & Vose Company, East Walpole, Mass., has announced the formation of a new company, H & V Specialties Co., Inc. The new company is a wholly owned subsidiary of Hollingsworth & Vose Company.

H & V Specialties Co., Inc., has taken over from Hollingsworth & Vose Company the manufacture of Micro-Klean filter cartridges as produced by the parent company since 1947.

The new company is, in addition, the sole manufacturer of the new filter material used in the new filter-tipped cigarette "Kent," recently announced by P. Lorillard Company. This new filter material was developed for H & V Specialties Co., Inc., by Dr. Harold W. Knudson, technical director of Hollingsworth & Vose Company, in conjunction with Dr. H. B. Parmelee, director of research of P. Lorillard Company.

The officers of H & V Specialties Co., Inc., are Aubrey K. Nicholson, president, and Bruce G. Lennox, treasurer. Lorrel B. Nichols is general manager of the newly formed company.

SEND GARMENTS
FOR DYEING TO

ALMORE
DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President

Continuously in Business since 1919

THE DYEING NAME
OF UNDYING FAME

Saltz Named Sales Manager



ARTHUR SALTZ

National Cleaners Chemical Manufacturing Company, Chicago, Ill., has announced the appointment of Arthur Saltz as sales manager. The appointment coincides with an expanding program of nationwide distribution.

Mr. Saltz joined the company in 1947 after graduating from the University of Illinois, where he received his degree in organic chemistry. He started with the firm in the product research department, where he

worked for 18 months on research and product development.

Before his appointment as sales manager, Mr. Saltz was a technical field representative for the company. In this capacity he worked closely with distributors and obtained a background in the problems and needs of plant operators.

New Caled Representative



EARL B. SCOTT

A new addition to the field staff of Caled Products Company, Brentwood, Md., is Earl

B. Scott, who will serve the territory around Minneapolis. Mr. Scott has been connected with the drycleaning industry for almost 30 years, 18 of them as owner of his own plant. He was graduated from the NICD Fourth General Class back in 1928, and the Fourth Management Class in 1950.

A former athlete at Iowa State College, Mr. Scott has been officiating at football games for the past 25 years. During World War II he served in the Army Chemical Warfare Division, attaining the rank of major, and was awarded the Bronze Star for his service in the Pacific.

Virginia-Carolina Stages Equipment Show



More than 2,500 operators east, the exhibit showed equipment and employees of drycleaning plants and laundries from ten manufacturers, displayed in 68 states attended an exhibit of booths. Much of the equipment the latest developments in was shown in actual operation, equipment and supplies, presented April 5 and 6 by the Virginia-Carolina Laundry Supply Corporation in Richmond, Virginia. Said to be the first such event staged in the South-

The V-C symbol of "On the Spot" service was not only displayed around the auditorium,



**The Famous Hanger Guard
with the NON-SLIP Surface**

IT'S EASY TO PUT ON SNA-POON:

50% easier to thread!

Just slide on and press down!

The best trouser guard for use with No. 12½ & No. 13 hangers. Non-slip surface decreases handling time. Snaps on any standard wire hanger... die-cut ends prevent pivoting. Just slide on and press down!

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED

Contact Your Jobber



TILLERY CONTAINER CO.

6000 WILSON AVE.

KANSAS CITY 3, MISSOURI

SNA-POON is approximately $\frac{1}{2}$ " round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

but put into practice. An attractive model kept guests supplied with cigarettes while a white-coated V-C employee manned a water wagon. Busses left on regular schedule to take those attending the show on a conducted tour of the Virginia-Carolina office and warehouse. Door prizes, including a television set, were also given.

The purpose of the show, according to J. R. Morris, president of Virginia-Carolina, was to acquaint plantowners with the most up-to-date improvements in equipment and supplies available to them. According to Mr. Morris, the show was an even greater success than anticipated, judging by the many favorable comments from both manufacturers' representatives and the drycleaners and laundrymen.

W. E. Leadbetter, general sales manager of the company, stated that he was very pleased with the interest shown and by the volume of purchases made at the show.

Gross Promotes Klopfer



EDWARD L. KLOPFER

Tru Color Moves

Tru Color Dye Works, Brooklyn, N. Y., has announced its removal to a new and larger plant at 205 Sheffield Ave. Ac-

The appointment of Edward L. Klopfer to the new position of vice president in charge of quality control of

For foolproof, proven efficiency... plus tremendous economies... there is no substitute for **PRE-MARKED STRIP-TAGS**

Also, the new
**20 SPECIAL
INSTRUCTION TAGS**
in 6 bright colors,
a color for each
department. Let
TOKEN TAGS
show you how
to do it right
the first time!

- * Instantly revolutionizes marking methods!
- * Saves 50% in marking and assembly time!
- * Eliminates transposed numbers . . . claims!
- * Clear Bold Numbers . . . No eye strain!
- * Ink damage impossible - Throw your ink away!
- * Tear them off - staple them on . . . it's that easy!

10-BRIGHT COLORS: numbers 1 to 30 in each color
300 color number combinations

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., SAN DIEGO, CALIF.

- for best results, use both tags together!

Gross Machinery Company, U. S. Navy during World War II. He was formerly associated with Morrison Railway Supply Corp. and Morrison Steel Products, Inc., both of Buffalo.

Mr. Klopfer, who will be responsible for both contracting and subcontracting quality control, joined the Gross organization in 1950 as a sales engineer. He is a graduate in metallurgical engineering of Lehigh University and served in the

American Salesman Hits Fifty Mark



Albert Kuehn, sales representative of The American Laundry Machinery Company, was honored recently in ceremonies at the firm's Cincinnati offices for his 50 years of continuous service with the company. C. O. Knowlton, vice president and general sales manager of American, presented Mr. Kuehn with a diamond-studded 50-year service pin and the silver service pictured above, in recognition of his successful

BETTER PRODUCTION — MORE PROFIT with PACKLESS Flexible Hose and Couplings

**they last longer, cut maintenance costs
and keep your machines on the job!**



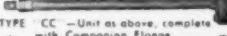
TYPE SD — with Male Detachable Coupling each end. Also available with flanges one end or both ends.



TYPE B — Male couplings each end.



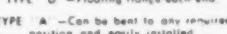
TYPE C — Male coupling one end, floating flange other end.



TYPE CC — Unit as above, complete with Companion Flange.



TYPE D — Floating flange each end.



TYPE A — Can be bent to any required position and easily installed.

Non-welded, seamless, of high-quality bronze specially designed for the laundry and dry-cleaning pressing machines, Packless Flexible Hose and Couplings last longer, and keep your machines on the job. On the basis of efficiency and operating economy, leading manufacturers and plant operators always specify Packless to safeguard not only production but machine efficiency as well. For new or old equipment, demand Packless... fast, dependable delivery.

You'll find Packless Distributors a dependable source of supply.

PACKLESS

METAL PRODUCTS CORP.
31-2 WINTHROP AVE. • NEW ROCHELLE, N. Y.

THOUSANDS NOW
IN USE IS A GREAT
RECOMMENDATION

High Speed — Safety Equipped WESTERN Extractors



Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Western
Laundry Machinery Co.
North Kansas City, Mo.

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC North Kansas City, Mo.

Please forward complete information on
Western Extractors. Size needed _____

Name _____

Address _____

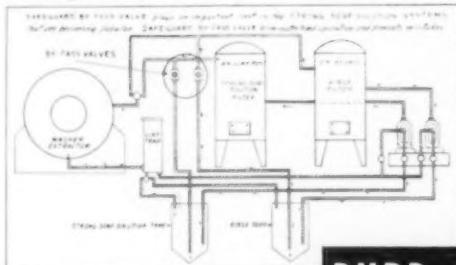
City _____

State _____

"SAFEGUARD" AUTOMATIC
BY-PASS VALVE

for easy efficient service with less skilled help

Important Facts about "SAFEGUARD" BY-PASS VALVE

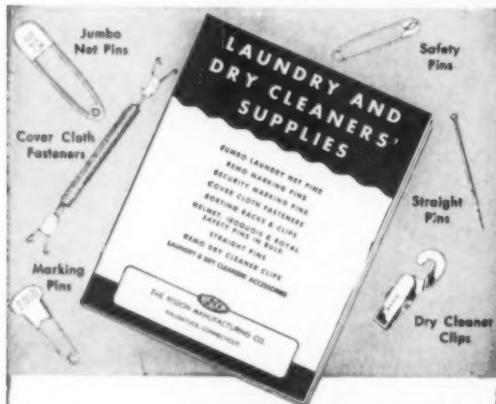


Send for folder giving complete information.

A few territories still open to Distributors.

BURD MANUFACTURING CO.

1897 COLUMBUS AVE., SPRINGFIELD, MASS.



Ask your dealer for your copy of this NEW

RISDON REMO CATALOG

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN.

RI-2

half-century with the company. Shown from left to right in the photograph are Mr. Knowlton; J. M. Garvey, president; Mr. Kuehn, and J. F. Aulen, Southern Division manager.

Mr. Kuehn started in the Cincinnati factory of the original American company in 1902, and was transferred to the field engineering force in 1908. He began his selling career in 1915 with the Southern Division and has represented the company in the Southern territory ever since. Mr. Kuehn, who lives in New Orleans, is the first salesman to complete 50 years of continuous service with The American Laundry Machinery Company.

To Cottonblossom Board



WILEY P. McGINTY

Drew Appoints Regan

The Chemical Specialties Division of E. F. Drew & Co., Inc., New York, has announced the appointment of James J. Regan as district manager of the Metropolitan New York Laundry Section. He will give particular emphasis to conducting route salesmen meetings on "securing new business and holding the old."

Mr. Regan is well known in the field of laundry merchandising because of his extensive

Wiley P. McGinty, sales manager of Southern Mills, Inc., Atlanta, Ga., has been elected a director of the corporation, according to an announcement from William D. Ellis, presi-

ORVUS EXTRA GRANULES KEEPS WINNING Good Conduct Medals



dent, Mr. McGinty, a graduate of Emory University, has been as shipping clerk, overseer, with the Cottonblossom line of superintendent, salesman and laundry textiles at Southern sales manager of the company.

Davies-Young Appointments



HOMER IBUAUGH



CARL D. COBB

The appointment of Carl D. Cobb and Homer Ibaugh as service technicians for Buckeye products has been announced by John R. Young, sales manager of the Davies-Young Soap Company, Dayton, Ohio.

Mr. Cobb will represent the company in North and South Carolina, Georgia and eastern Tennessee, with headquarters in

Greensboro, N. C. Mr. Cobb was a spotter for over two years, a drycleaning plant superintendent for two years, and has had wide experience with textiles through five years as a laboratory technician with Burlington Mills. He is an NICD graduate.

Mr. Ibaugh's territory includes Indiana and northern Kentucky. He will make his

DIGESTIT

A CONCENTRATED DIGESTIVE AGENT

FREE SAMPLE

Sent anywhere in the United States.
Write today on your stationery and mention your supply house.

You Will Probably Save \$2.00 to \$3.00 per Pound by Using this Fast Acting Digestive Agent! Gives Excellent Results in Spotting or Bath Treatment! Harmless to Colors that Will Stand Water.

CHECK THESE LOW PRICES

1 lb. jar	per lb. \$2.00
6 1-lb. jars	per lb. \$1.60
10 lb. jar	per lb. \$1.15
4 10-lb. jars	per lb. \$1.10



MANUFACTURING CO.

4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

(Formerly called
Wet Spouter)

FREE SAMPLE

Sent anywhere in the United States.
Write today on your stationery and mention your supply house.

NOT REALLY A WET SPOTTER BUT A PAINT OIL AND GREASE REMOVER THAT WORKS WITH AND RINSES OUT WITH WATER. WETSCO is a great help in board spotting and particularly during wet scouring to remove Paint, Varnish, Tar, Wax, Grease, Leather Stains and many others. You will be surprised at the effectiveness of WETSCO.

CHECK THESE LOW PRICES

1 Gal. Bottle	\$3.20
1 Case (4 Gal. Bottles)	\$2.85
Per Gal.	\$2.95
5 Cases (20 Gallons)	\$2.65

A PAINT, OIL AND GREASE REMOVER

HEXAMO

FREE SAMPLE

Sent anywhere in the United States.
Write today on your stationery and mention your supply house.

HEXAMO IS AN OUTSTANDING PRODUCT FOR PAINT, OIL AND GREASE REMOVAL, ALSO HIGHLY EFFICIENT ON OXIDIZED OIL STAINS, LIPSTICK, SHOE POLISH ETC.

Rinses out completely with solvent or water.

CHECK THESE LOW PRICES

1 Gal. Bottle	\$3.30
1 Case (4 Gal. Bottles)	\$2.95
Per Gal.	\$3.15
5 Cases (20 Gallons)	\$2.65

Per Gal.

<p

When you need steam connectors

REPLACE WITH PRESSTITES

EASILY INSTALLED

There's a Presstite® assembly for every modern laundry and pressing machine—can be installed in a matter of minutes.

FEWER MAN-HOURS LOST

Presstite is all metal, has no joints, or packing to break or work loose—less maintenance and repair—safer.

STOPS STEAM LOSS

Presstite is made from 100% tight flexible seamless bronze tubing, protected with a braided wire jacket.

... original equipment on
9 out of every 10 new
laundry and
pressing machines

ON OLDER STYLE MACHINES —
when swing joints or piping give you
trouble — modernize with American
Flexible Steamite® Assemblies.

Ask your laundry supply house for
American Presstite and Steamite
connectors.

The American Brass Company,
American Metal Hose Branch, Water-
bury 20, Connecticut. In Canada: The
Canadian Fairbanks-Morse Co., Ltd.
*Reg. U. S. Pat. Off.

AMACONDA



wherever connectors must move... *American* Flexible Metal Hose and Tubing

ufacturing Company. Mr. Schuster will work with jobber salesmen in the field and will also be available for consultation and technical service to drycleaners throughout the area.

Mr. Schuster is a former plant manager of one of the world's largest chains. His 20 years of plant operation, field service and technical consultation work in the industry make him a valuable addition to National's program of expanded service to the New York area.

In line with its policy of expanded service, National Cleaners Chemical has announced the addition to its jobber representation in the New York metropolitan area of Slater-Robins Co., Inc., 28-44 Borden Ave., Long Island City, N. Y.

New Soap Company Officers

The Los Angeles Soap Company and the White King Soap Company, Los Angeles, Calif., have announced a new list of officers. White King is a selling organization for the Los Angeles Soap Company. All new officers are long-time employees and have been promoted through the ranks.

E. M. Finehout is president

of the White King Soap Company, and chairman of the board and executive vice president of the Los Angeles Soap Company. He has been with the firm since 1903, starting in the shipping department and advancing through various sales and executive posts.

Edward Douglass, Jr., has been elected a director, president and general manager of Los Angeles. He started as a bookkeeper in 1914 and has been an accountant, assistant treasurer, assistant general manager and vice president.

Paul C. Merrill has been elected to the board of directors, and is vice president of Los Angeles Soap. A graduate of Massachusetts Institute of Technology, he has been with the company since 1922 in production and executive positions.

J. W. Beazley has been elected vice president and secretary-treasurer of Los Angeles Soap, and secretary-treasurer of White King. He started with the company in 1921 as bookkeeper, later becoming assistant secretary and auditor, then assistant secretary-treasurer.

Bernard G. Hiss, a prominent Los Angeles attorney and Superior Court Commissioner, has been elected to the board

Stauffer
CHEMICALS
SINCE 1885

CARBON TETRACHLORIDE
99.99% Pure

ZOL

Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue... New York 17, N. Y.
221 North LaSalle Street... Chicago 1, Illinois
824 Wilshire Boulevard, Los Angeles 14, Calif.
636 California Street, San Francisco 8, Calif.
424 Ohio Building..... Akron 8, Ohio

Apopka, Fla. • No. Portland, Ore.
Houston 2, Tex. • Weslaco, Tex.

AT LAST!

The Anderson EASY-LOCK DRAPERY PROTECTOR

Developed by a SANITONE drycleaner, with 41 years in the business. Tested in large plants. Now ready for YOU.



This is the ANDERSON EASY-LOCK shown open and closed



2. After all hooks are inserted — a twist of the top and the heavy duty spring pulls cover down tightly. Takes up to 12 hooks.



3. Ready for the cleaning process — each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open.

TESTED and GUARANTEED!

Order a dozen TODAY!

\$9.00
a doz.

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd, W.E., Jamestown, N.Y.

Gentlemen,

Please send me ONE DOZEN Easy Lock Drapery Protectors. Our check for \$9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name _____

Street _____

City _____

State _____

NOW "The CONVAIR"

Converts your old,
slow-moving

Foot-Press into

a fast, efficient

Air-Operated Press

for only \$300.



Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.
580 BROADWAY
NEW YORK - 3

of directors of Los Angeles Soap.

Other directors are Miss Annie M. Forthmann, Andrew K. Forthmann, Thomas A. J. Dockweiler, Victor H. Rossetti and H. Paul Grimm.

Jack Porter, formerly a field representative for Sec, has been promoted to district sales manager of the Western states. Mr. Porter, who for 15 years has been active in the drycleaning industry, maintains his offices at 4551 Alveo Road, La Canada, Cal.

Joseph Aruta has been appointed sales representative for the New Jersey Metropolitan area including Hudson, Bergen, Essex, Morris and Passaic Counties. His offices are at the main plant in Bloomfield, N. J.

Wiegand Names Sautter

The appointment of John A. Sautter as sales representative of the Wiegand Laundry Machinery Co., Buffalo, N. Y., has been announced by Paul T. Wiegand, president of the firm. Mr. Sautter will cover the Northeastern states, where he is well known after six years as a representative. He will call on drycleaning plants and laundries, representing a wide line of equipment for which the Wiegand Company is an authorized distributor.

Sec Appointments

Carl W. Blackman, general manager of the Sec-O-Matic Corporation, has announced the appointment of Charles Binder as service manager. For the past four years a service representative, Mr. Binder will now direct the entire Sec-O-Matic service force from the main offices in Bloomfield, N. J.



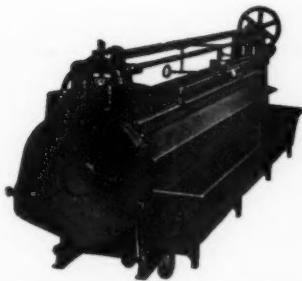
CHARLES BINDER



JOSEPH ARUTA



JACK PORTER



The Bertsch Rug Wringer

REDUCES
Labor 70%
Power 75%
Dry Room Heat 80%
Water use 75%

FACTS
Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

CAMBRIDGE CITY
• INDIANA •

BERTSCH & CO.

Wilbert-Miller Holds Spotting Clinic



A practical meeting for simple routine procedure for spotters, sponsored by The removal of difficult spots. Wilbert-Miller Co., Cleveland, Ohio was held in Columbus on March 28. Nearly 150 key executives and spotters attended.

The meeting centered around a demonstration of simplified spotting by Miss Mae Kennedy of Kennedy Products, and Charles Truxal, its ex-vice president. Miss Kennedy, well known executive secretary, to the industry as a stain-removal authority, presented a follow-up by a buffet supper.

The clinic session was followed by a buffet supper.

Street's Convention Speakers Feature SSS



C. B. KASSON



ERNIE HEIDERSBACH

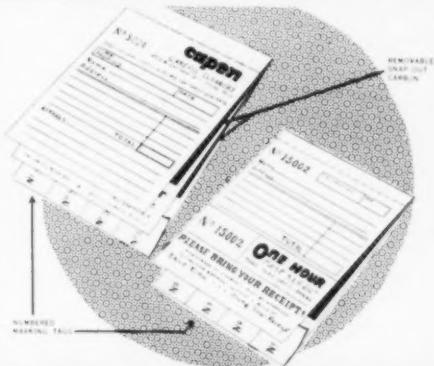
Because of the current interest in the strong soap system, 10 different state conventions have featured speeches on this subject by representatives of R. R. Street & Co., Inc. C. B. Kasson, Street's sales manager, recently addressed both the Massachusetts and Connecticut conventions. On May 8 his talk on the SSS will highlight the New York convention, and on

NEW! S-P-E-E-D-Y! SIMPLE!

Complete Single Unit

TIME-SAVER SNAP-CARBON CLEANERS' TICKET SYSTEM

**Receipt, Plant Copy, File Copy, Numbered
Marking Tags, including Carbons—All in one!**



PROVEN SUCCESSFUL WHEREVER INSTALLED!

Ideal for cash and carry, and quick service stores—for large and small plants. Used in progressive cleaning establishments throughout the east. Speeds marking in! Improves customer service! Simple and easy to use! A proven success wherever installed.

COMPLETE CONTROL—FROM START TO FINISH!

Easiest system to use! All copies in single units, with carbon interleaved, makes it speediest method for marking in garments. Marking tags (made of Cleaserite) pre-numbered identically with receipt, plant and file copy. No books, no changing carbons; fast and sure! Insures complete control from start to finish.

PAYS FOR ITSELF IN TIME SAVED!

Speedier marking in means time saved on high labor costs when you use Time-Saver Snap-Carbon Cleaners' Ticket System. In every way, a time saver that pays for itself! Prove it in your own plant. Approximately 3-week delivery.

BUSINESS SERVICE CO., Systems Division
324 REILY STREET • HARRISBURG, PA.

DON'T DELAY! MAIL COUPON TODAY!

BUSINESS SERVICE COMPANY
Systems Division
324 Reily Street, Harrisburg, Pa.

Send descriptive Brochure, samples and prices

Name _____

Firm _____

Address and City _____

I'll stick to
DAILY DELIVERY TAGS...



because they just snap on and stay put till delivery time . . . and no snags, either. A one-piece fastener that simplifies markingsystems. Your jobber stocks them in ten colors—either wet-strength fibre or cloth. Write for samples or check with your jobber. You'll stick to Daily Delivery Tags too, because they suit your business better.

DAILY
DELIVERY TAGS
Pittsburgh

1112 GALVESTON AVENUE
PITTSBURGH 12, PA.



Says the
Stadham
'cover'
girl



Stadham PRESS PADS and COVERS

"No matter what the type or style of press or puff iron . . . Stadham fills the need better. Long wearing . . . quality finish . . . increased production."

Write for name of your distributor.



STADHAM
COMPANY, INC. • HEXAGON DIVISION
1821 N. NORTH 20TH STREET PHILA. 21, PA.

May 16 he will address the extra copies of Convention Release #101 are available. Interested plantowners should make their requests, on their regular letterhead, to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

Ernie Heidersbach, Street's sales promotion manager, has given recent talks on the SSS to the Nebraska-Iowa "Little National" convention, the North Carolina convention, and the Colorado and Mountain States convention. On May 3 he will address the Oregon convention; on May 17 he'll appear on the program of the Northern Wyoming, Montana and Southern Alberta Association, and on May 24 he will conclude his Northwest speaking tour by addressing the Idaho convention.

Most delegates attending these various conventions will receive copies of Street's Convention Release #101 titled "The SSS Is Here To Stay." The release is a four-page mimeographed outline of the talks being given by both speakers. It explains in detail both the "charged system" version of the SSS, as well as the "super soap" version.

Street's announces that some

New Directors Chosen

The board of directors of International Paper Company, New York, N. Y., has announced the election of Harvey P. Hood and John M. Kingsley to the board to fill existing vacancies.

Mr. Hood, a native of Massachusetts, is president of H. P. Hood & Sons of Boston, the largest dairy company in New England. He is a director of the Boston and Maine Railroad, the New England Telephone and Telegraph Company and the Federal Reserve Bank of Boston.

Mr. Kingsley, a resident of Greenwich, Conn., has served as financial officer of Henry Phipps Estates for the past ten years, and is a director of the Bessemer Trust Company.

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PEOPLE AND PLACES

NORTH CENTRAL



Mr. and Mrs. Merrill Whitehair from Victor Karlovic, and will have remodeled Tiger Cleaners, Hagerstown, Ind., and installed new equipment.

El Dorado (Mo.) Cleaners, S. Kirkpatrick St., has been leased by C. W. Adams to Elmer Kuntz.

Davis See Cleaners, Greenville, Ill., has installed a new dry cleaning unit.

Demaree Cleaners has opened in a new shopping center at Southeastern and English Aves., Beech Grove, Ind.

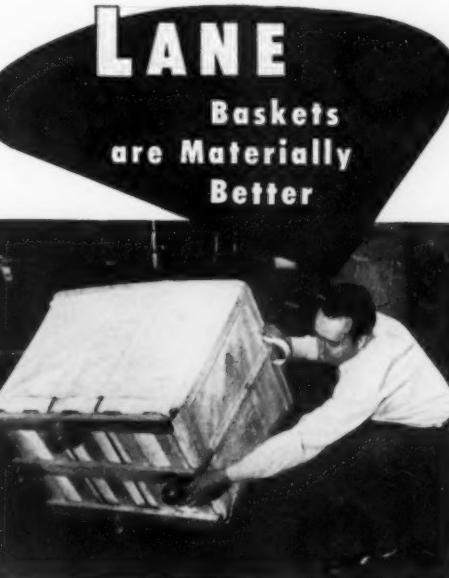
Mr. and Mrs. Harold Beck have purchased Modern Cleaners, 300 S. State St., Litchfield, Ill., The interest of Mr. and Mrs. Wes Walgomot in Bethany

Ideal Cleaners has been opened by Clyde Hickman, Sr., at 108 S. Main St., Culver, Ind.

Quality Cleaners, Midway Drive and Third St., S. Bemidji, Minn., has been sold by Floyd Rasmussen to Bert Larson. Starting in the industry in his native Norway, the new owner is an NICD graduate.

Mount Morris (Ill.) Dry Cleaners, 311 E. Pitt St., has been established by Gerald L. Dixon.

The interest of Mr. and Mrs. Wes Walgomot in Bethany



Here's why

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual riveted—stronger than steel
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Over-size casters on all Lane basket trucks for easy running under any load—that's why employees prefer Lane. All casters are securely lock-mounted on extra wide longitudinal shoes designed specifically to take the load—they last longer.

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Protein Digester

Spotters are doubly pleased with EXZYME! They're pleased with its pleasant smell and its matchless performance at removing tough protein stains. This hard-working, pure enzyme culture smells better than other leading brands of protein digester! And EXZYME won't go sour or "ripe" . . . it stays fresh!

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- ★ Smells sweet
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- ★ Efficient in both, on board, in stock solution
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- ★ Works in hard or soft water
- ★ Saves you money

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3820 Washington Boulevard, St. Louis 8, Missouri

(Mo.) Cleaners has been purchased by their former partners, Mr. and Mrs. Herb Henry, and by Miss Mary Carolyn Henry.

Gray's Cleaners, White Hall, Ill., has moved to a new location at N. Main and W. Sherman Sts.

Anne and Ernie Dimick, owners of Brightwood Cleaners, 31st and Sherman Dr., Indianapolis, Ind., have enlarged the plant's drive-in area and installed a bundle drop.

The new plant and storage vault of Bon-Ton Cleaners was opened recently at 3001 W. State St., Rockford, Ill. The firm is operated by John Mitchell and his son, Richard A. Mitchell.

Lakeland Cleaners, Battle Lake, Minn., has been sold by Billy Joe Dehler to Mr. and Mrs. Leland Amundson.

Purity Cleaners has opened a drive-in store at 220 S. Sandy, Jacksonville, Ill.

Merrymaid Cleaners, 21 E. Oregon St., Evansville, Ind., has been incorporated by directors James H. Niesen, Richard L. Duncan, Sr., Olen E. Harrington, and Laura Beggs.

Berg Cleaners, Madison, Minn., has been purchased by Wally Saldine.

Glen Ingram has assumed operation of Drive-In Cleaners, 301 S. First St., Urbana, Ill.

Service Cleaners, Morris, Minn., has been purchased by Kenneth Prall.

Duvall Cleaners has been opened under the new management of John and Lillian Belsky at 2136 Highland Ave., Berwyn, Ill.

The Thrift-D-Lux chain has opened a branch at 1421 S. Main, Santa Ana, Cal.

Gunderson Cleaners has been opened by Jack Gunderson at 1514 Grand Ave., Elsinore, Cal.

New cleaning equipment has been added to Shove Cleaners, Onaga, Kans., by the new owners, Mr. and Mrs. Richard Shove.

Bowman's Cleaners, 3501 Ocean View Blvd., Montrose, Cal., has installed a new front to replace the one wrecked by a motorist.

Quitaque (Tex.) Cleaners, recently purchased by James Ellis-

son and Robert Marler, has again been sold. The new owners are Mr. and Mrs. Lester Roberts.

Pheasant Cleaners, E. Napa St., Sonoma, Cal., has been bought by Miss Amy E. Warfield.

Kelsie's Cleaners has been opened at Munday, Tex., by Kelsie M. Nelson.

Lyons (Kans.) Cleaners has been sold by Glen T. Shepherd to V. S. Kirkendall, an NICD graduate.

Marvin G. and Jean Ginter have announced intention to sell

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WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

Lady Alice Cleaners, 225 Avenue I, Redondo Beach, Cal., to John C. and Margaret E. Wallace.

Plans for modernizing the main plant of New Method Cleaners, E. Colfax Ave. and Ogden St., Denver, Colo., have been announced by Harry Friedland, manager.

Bell Cleaners has been opened at 8165 Castro Valley Blvd., Castro Valley, Cal., by Harry Matzon, who recently purchased Thrifty Cleaners at 5153 Castro Valley Blvd.

Mineola (Kans.) Cleaning has been sold by G. V. Collins to Mr. and Mrs. Alex Eichman.

Mr. and Mrs. Everett Overholzer have opened Thrift-D-Lux Cleaners at 9607 Van Nuys Blvd., San Fernando, Cal.

Griffith Cleaners, Weatherford, Tex., has been sold by Charles Griffith to Pat Curtis.

Prosperity Cleaners has moved to new and larger quarters at 311 Ocean Ave., Laguna Beach, Cal. Owners Bob and Susie Scott have added new equipment.

Co-owner D. O. Britt has taken over management of Service Cleaners, Lamar, Colo., recently sold by J. L. Scott.

Tip Top Cleaners has opened at 3775 California St., San Francisco, Cal., in the new Cal-Mart shopping center.

Mrs. Oleva Tomlinson, owner of Tomlinson Cleaners, Stafford, Kans., has announced installation of new filtration equipment.

Frank and Beverly Zwielein have announced intention to sell Frank and Beverly Cleaners, 2215 N. Echo Park Ave., Los

Angeles, Cal., to William M. Gamberg.

A & J Cleaners, Decatur, Tex., has built a new addition and added equipment.

Irene Ames, owner of Thrifty Cleaners, 2521½ Daly St., Los Angeles, Cal., has purchased Highland Cleaners, 4968 Monte Vista. The establishment has been renamed Thrifty Hiland Cleaners.

Wardrobe Cleaners, Belle Plaine, Kans., has been sold by Harley Smith to L. D. Sloop.

Mr. and Mrs. A. Mason have opened New Marina (Cal.) Cleaners on Chestnut St.

Allied Rug Cleaners, 807 Brook, Wichita Falls, Tex., has been purchased by John Paul Lee.

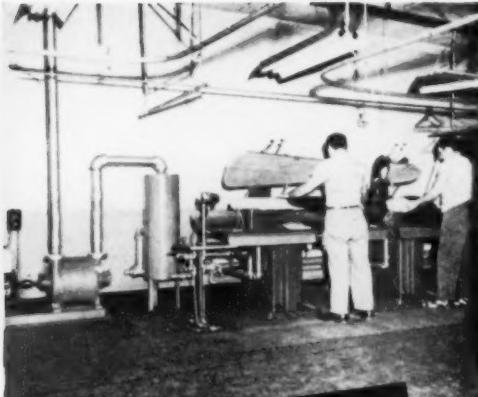
Ivan Liermark, operator of Ivan Cleaners, Inc., 626 E. Fourth St., Long Beach, Cal., has opened a drive-in station at 740 E. Broadway.

Ernest Schudler has purchased the equipment of Wurtz & Wurtz at Pleasanton, Kans., and plans to add new equipment for a modern cleaning plant.

Sprague Cleaners and Dyers, owned by M. C. Sprague, has opened an establishment at 1864½ Ventura Blvd., Tarzana, Cal.

New finishing equipment has been installed at Daniels Cleaners, 900 N. 18th St., Kansas City, Kans. The firm was established over 30 years ago by Mr. and Mrs. R. Daniels, who operate it with their sons Maurice and Don.

Candy Cleaners, Hollywood, Cal., has purchased Your Cleaners, 11102 Atlantic Ave., Lynwood, and will operate it as Candy plant No. 2.



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with BILLMYRE DRYSET**

DRYSET is economical—dries by drawing dry air through garments at high velocity. Cuts pressing time 15 to 25%—and that means more production.

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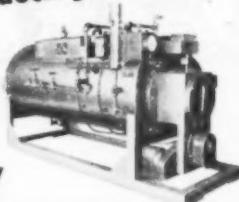
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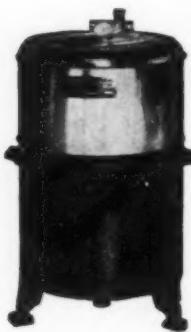
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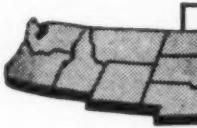
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TOLEDO, OHIO**



**NORTH
WEST**

Van's Cleaners has moved its Wyo. It will be managed by his plant from Wymore, Neb., to son, John Clucas.

Club Cleaners, owned by Grant and James Getchell, has opened a drive-in branch at E. 12th Ave. and Pearl St., Eugene, Ore. Besides the main plant in the Oakway district, the firm has a branch at 19th and Agate.

The front of Shaffer's Cleaners, 414 West Ave., Holdrege, Neb., has been remodeled, owner Les Shaffer announced.

Valley Cleaners, Sunnyside, Wash., established 32 years ago by the late W. E. Cox and Mrs. Cox, has been sold to Mr. and Mrs. Clarence Wiechelman. Mrs. Cox had been operating the business since the death of her husband six years ago.

An addition to the plant of Dobb's Bellevue (Neb.) Cleaners has been constructed.

D. T. Clucas has installed a complete drycleaning plant at Pantorium Cleaners, Basin.



**SOUTH
EAST**

Vernon Brice recently celebrated the 24th anniversary of Brice Richard Hunter have added Cleaners, Groveland, Fla. The new equipment to Riteway company also has a branch in Clermont.

Atomic Cleaners has been opened in Kevil, Ky., by Messrs. Bernard and Cannon.

Cabin Dry Cleaners, Belle Glade, Fla., has been purchased by Lonnie J. Warren and his nephew, Carroll Warren.

THERMOTEX

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H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

A.A. Cleaners, N. Monroe St., The Wilson brothers have announced plans to operate a dry-cleaning plant at Greensburg, Ky. Building construction is under way.

Marry Monell and Lonnie Bridgeman have opened the new, larger plant of Master Dry Cleaners at 3600 High St., Portsmouth, Va.

G and M Cleaners, Hardinsburg, Ky., has installed new cleaning machinery and a new boiler.

R. V. Admire, who purchased Modern Cleaners, 8th and Church Sts., Dade City, Fla., some months ago, has completed half of his new plant and modernized the equipment.

Hodges Cleaners, East Ave. and N. Mulberry St., Lenoir, N. C., recently held its formal opening. Stewart G. Hodges is president of the firm, W. O. King vice president and Mrs. A. L. Murphy secretary.

James Cleaners and Laundry has been opened by D. B. James on U. S. Highway 90, Bonifay, Fla.

Mrs. Anna Belle Lamm has installed some new equipment at Riverside Dry Cleaners, Emporia, Va. The business is managed by her brother, W. E. Grimes, an NICD graduate.

Quality Dry Cleaners has been opened by Herbert Wilson and Arlis Fuson on S. Main St., London, Ky.

Vester Lemley has purchased the interest of E. T. Collins in Wiley-Collins Cleaners, 503 N. Arkansas, Russellville, Ark. The business will be known as Wiley-Lemley Cleaners.

NORTH
EAST

Construction has started on a Pittman. The firm also has locations at 36 Day St. and 8 Lunenburg St.

Supreme Cleaners, 337 Main St., Royersford, Pa., has been purchased by the Nearby Cleaners chain, headed by John Mednick.

Domino Cleaners, 1078 Blue Hill Ave., Dorchester, Mass., recently held its grand opening.

The business name of A. & B. Cleaning Service, Noblesboro Rd., Oakdale, Pa., has been filed by William Yopsic.

The opening of a new store of Klean-Rite Cleaners, Inc., at 1058 Main St., Fitchburg, Mass., was announced by James A. Kessler and Albert Novack.

BATH DIGESTING IS
SAFER - SURER - EASIER

with

TAKAMINE

Rite-Temp

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DIGESTER TANK

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THE ONLY DIGESTING TANK
with a LOW-WATT
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DAMAGE GARMENTS

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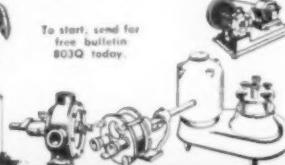


Will help assure you of it!

1. Simple "gear-within-a-gear" principle—only 2 rugged, moving parts.
2. Positive suction and discharge. Self priming. No pulsation. Integral relief valve on pump head if desired.
3. Sizes ranging from $\frac{1}{2}$ to 1050 gpm.
4. Over 600 standard models from which to choose plus thousands of specially constructed units.
5. Complete line of metals and their combinations to fit your needs.
6. Complete range of drive, mounting and power units available.



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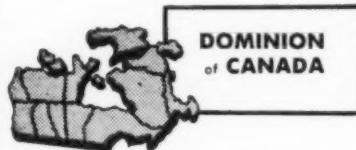
AMERICAN PRESSBOARD CO. (Est. 1910. Patentees)
110 WEST 30th ST., NEW YORK 1 • Tel. PENN. 6-8687

Penn One Hour Cleaning has A "New Home Week" with been opened by Sam Taksa at 9016 Frankstown Rd., Oakmont, Pa., in the new Eastwood shopping center.

West Shore Cleaning & Dyeing Co., Park St., Boston, Mass., is planning to build on Campbell Ave.

Trim Drive-In Cleaners, 1 Lafayette Ave., Canandaigua, N. Y., has been opened by John and Vincent Polimenti.

The 26-year-old firm of Lindenwold Tailors and Cleaners has moved to its new modern plant at 230 Lindenwold Ave., Ambler, Pa. The firm is operated by Dominick Girondo and his four sons, Peter, Frank, a recent NICD graduate; Dominick Jr., and Joseph.



Master Cleaners, 122 Fitzroy St., Charlottetown, P.E.I., has been sold by George Cudmore to Arnold Callbeck. Mr. Cudmore, who started his first plant in 1915, is retiring.

Maxwell Cleaners, 72 Wellington St. W., Chatham, Ont., has been taken over by Bob Bagnell. New cleaning equipment was recently installed.

The plant of Fort Rouge Cleaners and Divers Ltd., 123 Osborne St., Winnipeg, Man., was gutted by a recent fire of undetermined origin. The loss was only partially covered by insurance, owner Max Olin stated.

Cleaned-In-View has been opened at 1658 Wilson Ave., Weston, Ont., by Bill MacDonald and George Dawker.

Carson Cleaners, Chesley, Ont., has been purchased by E. F. Reeve.



RECENTLY MODERNIZED PLANT of French Cleaners Ltd., 710 Wellington Rd. S., London, Ont., includes new shirt laundry seen through windows at left. Vault at right was built in 1941. Firm was founded in 1931 by John Lombardo, vice president and general manager, and Mrs. Lombardo, president. A. J. Locksley is plant manager, Mrs. Jean Reader secretary.

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OBITUARIES

Francis Aldees (Frank) Weller, 77, president of the Weller-Krouse Company, Sharon, Pennsylvania, and of the Garment Finishing Equipment Corporation, died recently after an illness of several months.

A drycleaning pioneer, Mr. Weller was well known in the industry for his association activities. He was a charter member of the National Association of Cleaners and Dyers, serving as its president in 1928 and 1929; a charter member of the National Indemnity Exchanges; served six and a half years as president of the Pennsylvania Association of Dyers and Cleaners, and also headed the Eastern States Association of Cleaners and Dyers in 1925 and 1926. He was recently chosen chairman of the advisory board of the Institute for Maintaining Drycleaning Standards of the United States and Canada.

Active in civic affairs, also, Mr. Weller was a past president and current treasurer and director of the Rotary Club of Sharon, vice president of the Salvation Army Advisory Board, a member of Moose, of several Masonic organizations, Sharon Music Club and the National Association of Small Businessmen.

Mr. Weller is survived by his wife, a sister and a brother.

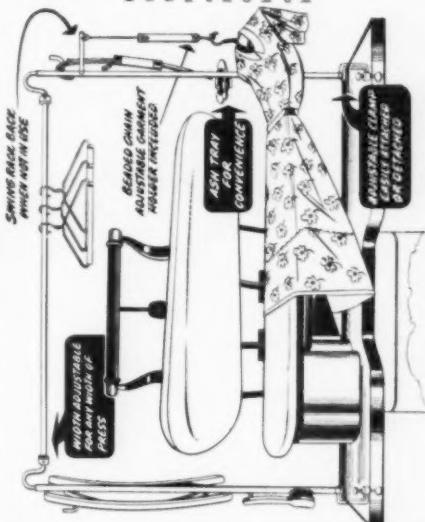
John J. Abbott, 58, proprietor for many years of a dry-cleaning establishment in Lawrence, Massachusetts, died recently after a long illness. Mr. Abbott was a survivor of the famous Lost Battalion of World War I. He was a member of the V.F.W., B.P.O.E., Union of Italy Grande and other fraternal organizations. Surviving are his mother, two sons, two daughters, a brother, two sisters and seven grandchildren.

Stanley J. Clark, proprietor of Stanley J. Clark Cleaners, Lansing, Michigan, died suddenly on March 11 of a heart attack. He was a member of the Michigan Dry-cleaners Association. Honorary pallbearers were Lansing members H. A. Cook, Bishop's Cleaners; Walter Wiepart, Orchard Glen Cleaners; Chris Baryanes, Baryanes Valet Shop; Earl Hicks, Hicks Cleaners; John Prico, Hub Cleaners; Peter DeWilde, Jr., Esquire Cleaners; M. J. Fierce, Savant Cleaners; Louis Wend-

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Keeps all the presser's tools right at his fingers' tips. A place for every thing — even his cigarettes. No more time lost hunting misplaced tools. Give your presser a break. Including adjustable garment holder with beaded chain

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***Spix "SUPER SPOTTING AID"**
• for wet cleaning or steam spotting
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Mr. DRYCLEANER: Do you want to get out
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Albumin holds in many spots . . . remove the
albumin . . . and the spot comes out . . . that's
what AL-BEX does. Comes in a handy dispenser bottle . . . stains
can be removed without a re-run . . . saves time
. . . saves money.

MR. JOBBER . . . Are you selling your
share of Al-BEX . . . the spotter more
dry cleaners are demanding . . . you
don't have to service this one . . . just
deliver on order, or we will drop ship.



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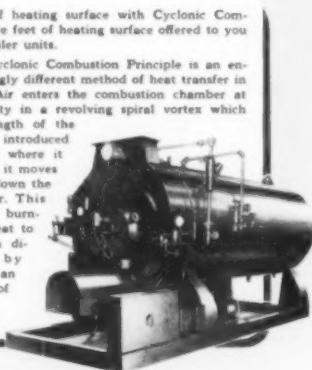
119 Dahlia Street Pittsburgh 6, Pa.

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feet wide.	feet high.
Firm Name _____	
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lightly, following grain or character of the fur . . .



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row, South Lansing Cleaners; John Borzinski, Jon-Tono Cleaners; William Ellson, American Cleaners; Alfred Krater, Crown Cleaners, and Michael O'Neill, managing director of the Association. Mr. Clark is survived by his widow.

James Arthur Greene, owner of Greene Brothers Cleaning at Pasadena, California, died March 11. An Army veteran, he was a member of the Masonic order. He is survived by his wife, a son, a brother and a sister.

Louis R. Hadad, proprietor of Rainbow Cleaning Company, Bridgeman, Michigan, died March 9 of a heart attack. He is survived by a son and a brother.

Arthur E. Hatfield, executive director of Toilet Launderies Limited, Drycleaning Department, Montreal, Canada, died suddenly March 24. Long in the dry-cleaning industry, he started as chief technician of the British firm of Achille Serre, then came to Canada as adviser to Langley's Limited of Toronto. He had been a fabric consultant to Filene's department store in Boston, and later president of Burnett Limited. He was also chairman for several years of the research committee of the Canadian Research Institute of Launderers and Cleaners. Mr. Hatfield is survived by his wife, a son and three daughters.

Gust H. Kellarhs, 60, owner of Champaign Cleaners, Champaign, Illinois, died March 16 after a brief illness. A native of Greece, Mr. Kellarhs started in 1917 the business which later developed into the cleaning establishment. He was a veteran of World War I, a member of the American Legion, V.F.W., Ahepa and Moose. Surviving are his widow and six stepchildren.

E. T. Marcum, 66, owner of Pinnacle Cleaners, Middleboro, Kentucky, died on February 27. He is survived by a son, four daughters, four sisters and six grandchildren.

Thomas Edward Smith, 77, president of Hill City Laundry and Dry Cleaners, Inc., Lynchburg, Virginia, and Piedmont Rug Cleaning Company, died March 7. Mr. Smith was active in civic and fraternal affairs. He served a term as treasurer and was a long-time director of the Tri-State Laundry Association, and was a member of the Holy Name Society, League of the Sacred Heart and Elks. He is survived by his wife, three sons, three daughters and six grandchildren.



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MEETINGS SCHEDULED

- May 1, 2 and 3—West Virginia Launderers and Dry Cleaners Association, Annual Convention, Hotel Daniel Boone, Charleston.
- May 2 and 3—Oregon State Dry Cleaners Association, Annual Convention, Eugene Hotel, Eugene.
- May 8, 9 and 10—Pacific Northwest Launderers and Dry Cleaners Association, Annual Convention, Hotel Chinook, Yakima, Washington.
- May 15—New Jersey Laundry and Cleaning Institute, Annual Convention, Essex Hotel, Newark.
- May 16 and 17—Minnesota Institute of Laundering and Cleaning, Annual Convention, Hotel Nicollet, Minneapolis.
- May 16 and 17—Montana, Northern Wyoming and Southern Alberta Laundry and Dry Cleaners Association, Annual Convention, Finlen Hotel, Butte, Montana.
- May 23 and 24—Idaho Laundry and Dry Cleaners Association, Annual Convention, Rogerson Hotel, Twin Falls.
- May 29, 30 and 31—California Drycleaners Association, Annual Convention, Mar Monte Hotel, Santa Barbara.
- May 29, 30 and 31—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Carolina Hotel, Pinehurst, North Carolina.
- June 5, 6 and 7—Missouri, Kansas, Iowa, Nebraska, Four-State Joint Convention, Town House, Kansas City, Kansas.
- June 19 and 21—Eastern Canadian Laundry and Drycleaners Association, Royal Muskoka Hotel, Muskoka, Ontario.
- August 15, 16 and 17—NICD Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.
- September 15 and 16—Dry Cleaners Institute (Ontario) Annual Convention, Royal York Hotel, Toronto, Canada.
- September 22 and 23—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Jefferson, Richmond.
- October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.
- December 7—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

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CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel: REpublic 9-3016. 1451-2

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For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

WE SPECIALIZE IN DRYCLEANING BUSINESSES and have a demand for profitable ones. Whether you wish to buy or sell, write Edward R. Goudie, Dept. NCD, 200 Phipps Plaza, Palm Beach, Florida. 4814-2

DYE HOUSE—ROCKY MOUNTAIN REGION. Nearly exclusive in region, growing 40% yearly, modern and clean. Semi-finish forms, etc. Capacity: 200 garments daily dyed mechanically; 500 yards fabric daily. 4400 sq. ft. floor space. Excellent location, low rent. Price \$15,000. ADDRESS: Box 4670, NATIONAL CLEANER & DYER. -2

Modern drycleaning plant for sale. Volume \$900 a week. Price \$15,000. Gulf Coast City on main thoroughfare. ADDRESS: Box 4705, NATIONAL CLEANER & DYER. -2

Modern equipped drycleaning plant including a modern 400-coat storage vault, in a beautiful Northwest town. Cash-and-Carry \$125. volume \$425 per week of which 90% is cash-and-carry. \$25,000 one-third cash to experienced operator, golden opportunity for man and wife. Must sell on account of health. ADDRESS: Box 4709 NATIONAL CLEANER & DYER. -2

Modern synthetic drycleaning plant located in the most fertile valley in the desert. Five-year lease, \$1.25 prices. \$30,000 full price. For further information write: Midway Cleaners, Box 801, Blythe, Calif. 4740-2

By Owner—Modern solvent Indiana plant, factory town. Ideal for couple. Low rent. \$3,000. Terms. ADDRESS: Box 4742, NATIONAL CLEANER & DYER. -2

For Sale—modern solvent plant, east central Iowa. \$1,100 per week. Age and health reason for selling. Priced to sell. ADDRESS: Box 4744, NATIONAL CLEANER & DYER. -2

FOR SALE OR LEASE—Small cleaning plant now in operation showing a profit. One owner. Ideal for man and wife and one helper. Frankford Cleaners, Frankford, Delaware. 4753-2

Well worth investigating. Modern solvent plant, large Florida city. Approximate annual gross \$26,000, one truck. Price \$14,000. Owner retiring. ADDRESS: Box 4757—NATIONAL CLEANER & DYER. -2

Modern solvent plant doing good business at \$1.50 prices, located in excellent payroll and tourist town of 9,000. Finest hunting and fishing, ideal climate. Other interests reason for selling. Price \$13,000 with \$6,000 cash, balance terms to suit. A money maker for practical man. **YELLOWSTONE CLEANERS**, Livingston, Montana. 4753-2

Drycleaning plant located in Indiana. Annual sales volume \$60,000. Will sell or rent real estate. ADDRESS: Box 4759, NATIONAL CLEANER & DYER. -2

PACIFIC COAST Laundries and Drycleaning plants for sale or lease. Let us know what and where you want it, plants all kinds and sizes. E. J. Campbell, 5478 Wilshire Blvd., Los Angeles 36, Calif. 4760-2

Well-established solvent drycleaning plant in Buffalo, N. Y., with or without real estate. Owner plans to retire. Averaging \$80,000 per year. New automatic steam boiler, good size parking lot, attractive terms. ADDRESS: Box 4756, NATIONAL CLEANER & DYER. -2

LOS ANGELES, CALIF., solvent plant, \$80,000. Includes buildings, land, inventory, machinery, trucks. Yearly volume over \$100,000. Daniel Dougherty, 820 South Serrano Ave., Los Angeles 5, Calif. 4785-2

For sale: Well-established drycleaning plant in the **EASTERN MONTANA OIL BASIN**, in city of 7,000, population growing fast. Nearly new modern equipment at \$10,000 and brick building in good location for \$20,000. Terms if desired. Write to Box 4786, NATIONAL CLEANER & DYER. -2

Established cleaning plant with store attached, also branch store and truck. The rent is reasonable and the equipment is all in first-class condition. This is a real buy and will stand inspection. The price is \$20,000. Terms can be arranged. Write to: George W. Mohr, 424 Elm St., Morgantown, W. Va. 4787-2

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To settle estate, we are selling synthetic cleaning plant and fur storage. Annual volume over \$52,000. Equipment and building less than two years old, present owner 15 years. Building leased or purchased. City and suburban population, 28,000. One route and two branch stations. Austin Cleaners & Furniters, Oakland at Fifth St., Austin, Minnesota. 4790-2

Solvent plant with good truck route consisting of eighteen agencies. Excellent equipment and building, all five years old. Equipped to handle \$40,000 to \$50,000 yearly. Located north central Illinois. Selling because of health and age. ADDRESS: Box 4801, NATIONAL CLEANER & DYER. -2

OKLAHOMA, where state law protects operator against cut prices. Choice cleaning plants in and near Tulsa, oil capital of the world. Good medium-size power steam laundry with or without real estate in fine location. Wm. O. Bohnefeld, 513 McElroy Building, Tulsa, Oklahoma. 4794-2

CLEANING PLANTS FOR SALE (Cont'd)

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FOR SALE: \$15,000 modern drycleaning plant completely equipped, almost new equipment. F.A. Prosperity unit, three Hoffman's X presses, speed racks, ten horsepower Parker boiler. Jean Pathé, 459 North Canon Drive, Beverly Hills, Calif. 4803-2

LAUNDRY-DRYCLEANING PLANT for sale. Must sacrifice one of country's finest. Volume above \$110,000, located rapidly expanding southern California city. Clearing good percentages. Valid reason for selling at \$89,000, terms if desired. We have a complete listing of other fine laundry and drycleaning plants and stores. David Jaret Company, 150 Montague St., Brooklyn 2, N. Y. Phone: ULster 2-5600. 4808-2

MILWAUKEE, WIS., old well-established synthetic plant. Yearly volume \$50,000. In whole or in part. **ADDRESS:** Box 4815, NATIONAL CLEANER & DYER.

Mt. Hood, 60 miles—Pacific Ocean 75—Columbia River at the door—skiing, hunting, fishing, wonderful scenery, mild climate, all right here. We've worked night and day until we've lost our health and must sell this strictly modern, small, compact cleaning plant right in the heart of the business and hotel district. Enough work for two shifts if desired. Price \$20,000. Approximately \$15,000 to handle. Park Avenue Cleaners, 828 S.W. Park Ave., Portland, Oregon. 4817-2

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Only plant in new town, northern California. Protected by high city license. Gross sales over \$35,000. Prices \$150, 140F Pantex 5M unit. Center of hunter's paradise. Price reasonable, terms. For more information address Box 4821, NATIONAL CLEANER & DYER. -2

For Sale—3-press solvent plant in central Texas. Population 10,000. Priced to sell \$7,000. **ADDRESS:** Box 4822, NATIONAL CLEANER & DYER. -2

Drycleaning plant in central Florida. Yearly volume over \$40,000. Plant, buildings and dwelling included. Price \$35,000. **ADDRESS:** Box 4843, NATIONAL CLEANER & DYER. -2

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Drycleaning plant in Rochester, N. Y. Old-established business with two truck routes and very active cash-and-carry. Brick fireproof building centrally located at busy intersection. Property and equipment in excellent condition. Owner retiring. Contact: Attorney, Hyman T. Mass, 620 Reynolds Arcade Bldg., Rochester 4, N. Y. 4850-2

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WHOLESALE PLANT—\$150,000 Volume 1951. 1-36 x 54 Hoffman LoFront Washer; 2-42 x 64 Hoffman LoFront Washers; 1-30 x 30 Hoffman LoFront Washer; 1-10,000 GPH Butler Filter; 1-40" Hoffman Extractor; 1-48" Hoffman Extractor; 1-30" Hoffman Wet Extractor; 1-42 x 54 Hoffman Wet Washer; 10-36 x 30 Hoffman Huebsch Tumblers; 5-1/2 ton Panel Trucks. Complete spotting and finishing departments. This plant is one of Baltimore's foremost plants. Must sell due to illness of one of the partners. Will take about \$50,000 to handle. Write: Box 4866, NATIONAL CLEANER & DYER. -2

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FOR LEASE, cleaning plant, on account of death of husband. About 20 miles from Los Angeles, across from supermarket. Day & Nite Cleaners, Pico & Mission Blvd., San Fernando, Calif. 4644-20

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Working Superintendent who can train new help and handle old, also willing to do drycleaning, spotting or steam cleaning. Please state best salary in first letter. ADDRESS: Box 4791, NATIONAL CLEANER & DYER. 4791-5

POSITION WANTED with a quality petroleum solvent plant. 49 years at age, 25 years in the cleaning industry, 10 years managing medium and large volume plants. Thorough knowledge of costs, methods and incentive plans. Capable of assuming responsibility. Minimum salary \$125 per week. ADDRESS: Box 4797, NATIONAL CLEANER & DYER. -5

MANAGERIAL OR SALES POSITION WANTED. University and NICD graduate. Years of practical plant experience. Young, married. AI references. New York City vicinity only. ADDRESS: Box 4798, NATIONAL CLEANER & DYER. -5

A working Superintendent, 25 years' plant experience, working white and colored employees. Capable of training in all departments. Best of references. 47 years old. Quality man for quality job. ADDRESS: Superintendent, 447 - 31st, Huntington, W. Va. 4675-5

MANAGER, 25 years' experience all departments and plant management. Capable all-around man. Wife former instructor in finishing, spotting and alterations. Both top people available to manage your plant and instruct others or do the work ourselves in a small plant. ADDRESS: Box 4800, NATIONAL CLEANER & DYER. -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years' quality experience in all phases of the industry. Administrative and technical expert, university graduate, New England or Metropolitan New York area preferred. Highest recommendations. ADDRESS: Box 4805, NATIONAL CLEANER & DYER. -5

I seek a position for Saturdays only, also willing to do pressing without compensation in exchange for opportunity to learn the operation of a drycleaning store. ADDRESS: Box 4831, NATIONAL CLEANER & DYER. -5

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade, permanency a must, not best, above average. ADDRESS: Box 4853, NATIONAL CLEANER & DYER. -5

N.I.C.D. graduate with practical experience in both laundry and drycleaning management is desirous of making a connection with a supply house selling drycleaning and laundry supplies. ADDRESS: Box 4854, NATIONAL CLEANER & DYER. -5

Have sold out my interest in a laundry and drycleaning plant which I was managing. Would be interested in a position as plant superintendent or manager. N.I.C.D. graduate. ADDRESS: Box 4855, NATIONAL CLEANER & DYER. -5

SILK SPOTTER—Hubbard graduate with knowledge of latest solvents and processes and the skill to produce quality work. ADDRESS: Box 4858, NATIONAL CLEANER & DYER. -5

WORKING MANAGER—Experience in all branches of drycleaning. 30 years in large and small plants. Can train new help in all departments. Age 50 years. ADDRESS: Box 4859, NATIONAL CLEANER & DYER. -5

SILK SPOTTER—MANAGER, NICD GRADUATE, experienced in all phases of plant operation, production-minded, married, wants steady position with future. ADDRESS: Box 4865, NATIONAL CLEANER & DYER. -5

HELP WANTED

Small shop in west Texas county-seat town, needs good combination cleaner and spotter. Shop is well equipped and quality is a must. ADDRESS: Box 4512, NATIONAL CLEANER & DYER. -7

Superintendent to take charge of laundry and drycleaning department in modern plant, eastern United States. If conversant with production in one department only, will be given opportunity to learn the other. Good salary plus bonus. Give experience record, marital and draft status. ADDRESS: Box 4717, NATIONAL CLEANER & DYER. -7

HELP WANTED (Cont'd)

WORKING MANAGER—small household plant located in NEW YORK CITY. Must have knowledge of on-location, carpet and furniture cleaning. State salary. ADDRESS: Box 4662, NATIONAL CLEANER & DYER. -7

Silk spotter, wool spotter, presser, topper and drycleaner. Must be experts, able to turn out quality plus production in the most modern plant in Alaska. PEACOCK CLEANERS, INC., BOX 104, ANCHORAGE, ALASKA. 4695-7

Working manager for small synthetic plant, located Pittsburgh, Pa. Excellent opportunity for qualified man under age 40. ADDRESS: Box 4832, NATIONAL CLEANER & DYER. -7

Pressers and combination cleaner and spotter for a growing modern synthetic plant. Quality is a must. Edwards Cleaners, Portsmouth, Ohio. 4860-7

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Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit sharing plan. State experience and what contacts you have. ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14

SALESMAN having some technical drycleaning background and proven sales ability, with own car, for travel in Ohio and adjacent states to sell an internationally known product and a nationally advertised machine. For right man, attractive deal including liberal drawing account, travel expenses and exceptional bonus. Unlimited opportunity for advancement and permanent future. Write: Box 4836, NATIONAL CLEANER & DYER. -14

SALESMEN—Experienced selling laundries and drycleaners. Well-established national manufacturers of mechanical and packaging specialties has two openings for seasoned men to work with jobbers. Satisfactory drawing against quota. Prefer one man living Richmond area to cover six surrounding states—one man living Atlanta area to cover six states. Send resume and photo. ADDRESS: Box 4861, NATIONAL CLEANER & DYER. -14

TOP-FLIGHT FIELD MAN wanted to represent long-established drycleaning soap manufacturer. Traveling Eastern half of country. Technical knowledge required. Excellent opportunity for right man. Send complete resume and photograph to Box 4862, NATIONAL CLEANER & DYER. -14

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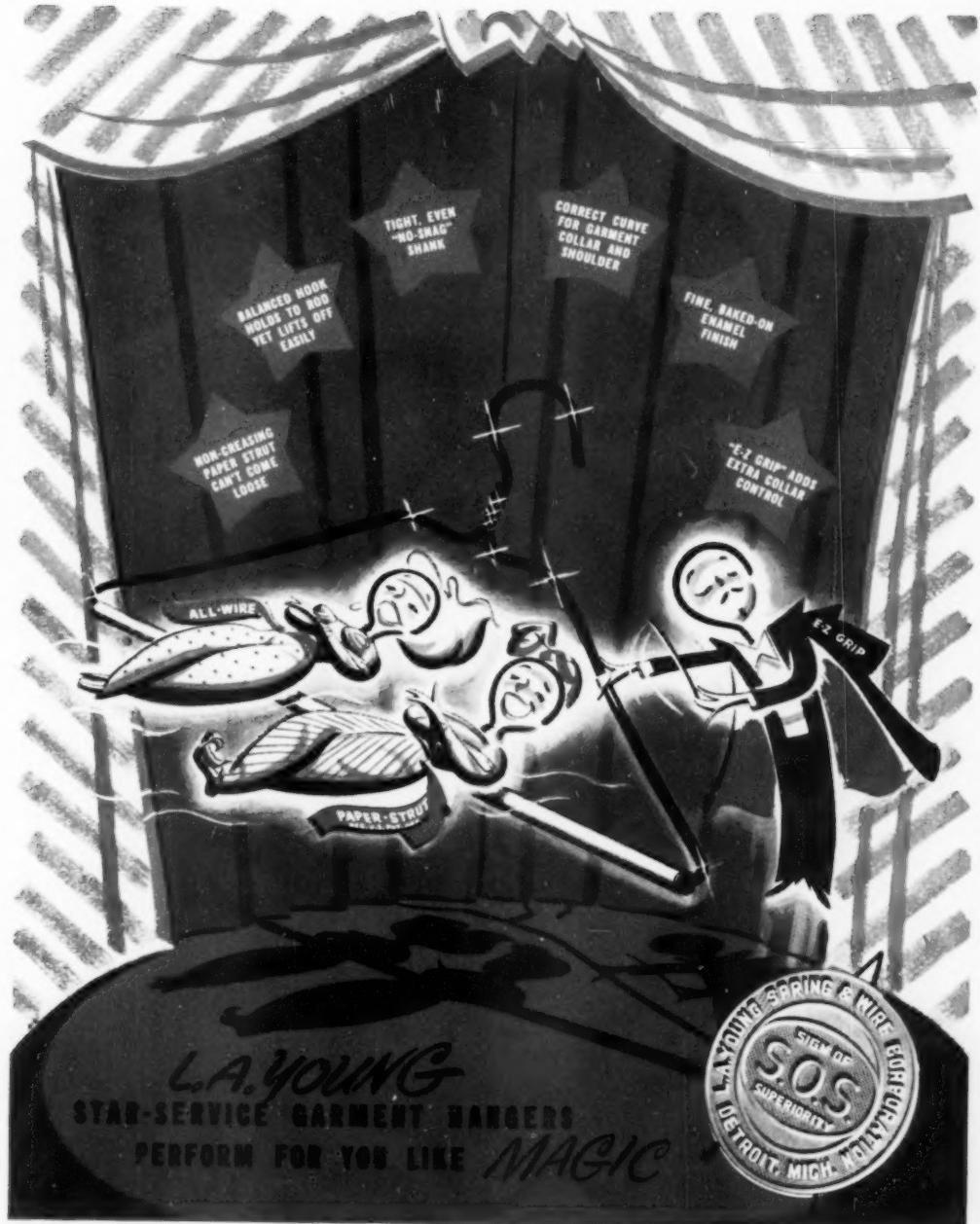
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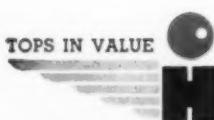
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